

PUBLIC RELATIONS MAJOR (B.A.)

Academic Advisers: Carcione; Lancioni

The Public Relations Major prepares students for careers in public relations, integrated marketing communication, and corporate and organizational communication. Co-curricular and extracurricular activities include the Seton Hall Chapter of the Public Relations Society of America; WSOU, the Litore Agency, Bateman Case Study Competition Team, and Communication Honors Alumni Networking Program (CHAMP).

Code	Title	Hours
Required Courses		
COJR 1421	Writing for the Media	3
COMM 1670	Introduction to Communication Theory	3
COMM 2134	Communication Ethics	3
COMM 2623	Persuasive Speaking	3
	or COMM 2625 Public - Presentational Spkng	
COMM 2640	Organizational Communication	3
COJR 2136	Media Law	3
COJR 2431	History of American Journalism	3
COPR 2135	PR Research	3
COPR 2512	PRI-Intro to Public Relations	3
COPR 3522	Public Relations II	3
COPR 5599	Senior Seminar Public Relation	3
Subtotal		33
Electives *		
Select one of the following:		3
COJR 2240	Media Criticism	
COJR/WMST 3432	Gender and the Media	
COPR 2998	Managing Reputation-Crisis	
Select two of the following:		6
COJR 2421	News Reporting	
COJR 4424	Broadcast News Writing	
COPR 2515	Integrated Communication	
COPR 2521	Print Advertising	
Select two of the following:		6
COPR 2999	Basic Video Technique	
COJR 3428	News Editing	
Subtotal		15
Total Hours		48

* Allowable Elective Substitutions:

- COPR 2114 Sports PR
- COPR 2631 Nonprofit Comm - Public Rel
- COPR 2997 International Public Relations
- Other special topics/new courses as approved by adviser