

Public Relations

Chairperson: Jean Grow, Ph.D.

The major in public relations is designed to give students knowledge and skills to help organizations and brands accurately communicate their images to customers, employees, investors and the media. Students learn how to apply an integrated and creative approach to promote products and services by mastering public relations strategies and tactics, using both traditional and emerging technologies and social media. Students also need to understand the role of public relations in helping organizations or clients build and maintain ethical leadership as well as be a key driver in solving social issues, crisis mitigation and advance worthwhile causes to improve quality of life and society as a whole.

Our curriculum is both conceptual and applied with courses in writing, strategies, design, campaigns, social media, crisis communication, and sports promotion, to name a few. A required internship lets students specialize in a chosen area and helps develop professional networks.

Public Relations Major

A total of 39 credits of course work must be completed for the major in public relations. Students with a major in public relations cannot take more than 48 credits in the mass communication areas (ADVE, COMM, DGMD, JOUR and PURE) and are required to take 72 credits outside of the mass communication areas. The following courses must be completed toward the 39 credits:

Required Courses

ADPR 2100	Communication Design Toolbox	3
ADPR 2200	Media Writing	3
ADPR 3986	Internship in Advertising and Public Relations	3
CMST 3300	Persuasion	3
COMM 3800 or CMST 4330	Media Law Freedom of Speech	3
COMM 3900	Ethical Problems of Mass Communications	3
PURE 1800	Public Relations Principles	3
PURE 3200	Strategic Communication Design	3
PURE 3600	Public Relations Writing	3
PURE 3800	Public Relations Strategies	3
PURE 4997	Public Relations Campaigns	3
Plus two electives from ADPR, ADVE, PURE courses and/or any of the following courses:		6
CCOM 2000	Issues in Corporate Communication	
CCOM 4700	Corporate Advocacy	
CMST 3150	Communication and Conflict	
CMST 3200	Organizational Communication	
CMST 4260	Communication Technologies in the Workplace	
CMST 4400	Cross-Cultural Communication in the United States	
CMST 4500	Health Communication	

Total Credit Hours 39

Typical Program for Public Relations Majors

Freshman

First Term	Hours	Second Term	Hours
COMM 1000 or 1200	3	COMM 1100	3
COMM 1050	1	COMM 1200 or 1000	3
ENGL 1001	3	PURE 1800	3
UCCS History	3	Second Language or UCCS Diverse Culture	3-4
Second Language or UCCS Diverse Culture	3-4	PHIL 1001	3
THEO 1001	3		

Sophomore

First Term	Hours	Second Term	Hours
ADPR 2100 (or elective)	3	ADPR 2100 (or elective)	3
ADPR 2200	3	COMM 2500	3
PHIL 2310	3	UCCS Diverse Culture or Minor/elective course	3
UCCS Diverse Culture or Minor/elective course	3	UCCS Math or Science	3
UCCS Math or Science	3	UCCS Theology	3
	15		15

Junior

First Term	Hours	Second Term	Hours
PURE 3200 or 3600	3	PURE 3200 or 3600	3
PURE 3800 or ADPR 3986	3	PURE 3800 or ADPR 3986	3
CMST 3300 or COMM 3900	3	CMST 3300 or COMM 3900	3
UCCS Literature/Performing Arts	3	Major elective	3
Minor/elective	3	Minor/elective	3
	15		15

Senior

First Term	Hours	Second Term	Hours
COMM 3800	3	Minor/electives	11
PURE 4997	3	Major elective	3
Minor/electives	9		
	15		14

Total credit hours: 120-122

Public Relations Minor

Students are required to complete 18 credits (6 required and 12 elective credits) to complete the Public Relations minor.

Required Courses

PURE 1800	Public Relations Principles	3
ADPR 2200	Media Writing	3
Choose two courses from PURE and two more courses from remaining ADPR or PURE courses.		12
Total Credit Hours		18