

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 |