

# Public Relations

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**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 45 credits of course work must be completed for the major in public relations.

### 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	Media Law	3
COMM 3900	Ethical Problems of Mass Communications	3
PURE 1800	Public Relations Principles	3
PURE 3000	Public Relations Research and Measurement	3
PURE 3600	Public Relations Writing	3
PURE 3800	Public Relations Strategies	3
PURE 4997	Public Relations Campaigns	3
or ADPR 4997	Advertising and Public Relations Campaigns	
Choose one of the following ADPR culture courses:		3
ADPR 4600	International Advertising and Public Relations	
ADPR 4750	Strategic Communication in a Culturally Diverse Marketplace	
Choose one of the following ADPR digital courses:		3
ADPR 4300	Emerging and Social Media in a Dynamic Marketplace	
ADPR 4350	Social Media Analytics and Measurement	
ADPR 4850	Multiplatform Content Strategy	
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 3200	Organizational Communication	
CMST 4150	Communication and Conflict	
CMST 4260	Communication Technologies in the Workplace	
CMST 4310	Ethics in Human Communication	
CMST 4400	Cross-Cultural Communication in the United States	
CMST 4410	Intercultural Communication	
CMST 4500	Health Communication	

Total Credit Hours

45

## 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 or ESSV1 (MCC)	3	PURE 1800	3
PHIL 1001 or THEO 1001 (MCC)	3	ENGL 1001 or ESSV1 (MCC)	3
Electives	6	PHIL 1001 or THEO 1001 (MCC)	3
	16		15

### Sophomore

First Term	Hours	Second Term	Hours
ADPR 2100 or elective	3	ADPR 2100 or elective	3
ADPR 2200	3	COMM 2500	3
CORE 1929 (MCC)	3	ADPR 4600 or COMM 4650	3
DSCV (MCC) <sup>1,2</sup>	3	Minor	3
Minor	3	DSCV (MCC) <sup>1,2</sup>	3
	15		15

### Junior

First Term	Hours	Second Term	Hours
PURE 3800 or ADPR 3986	3	PURE 3800 or ADPR 3986	3
PURE 3000 or 3600	3	PURE 3000 or 3600	3
CMST 3300 or COMM 3900	3	CMST 3300 or COMM 3900	3
ADPR 4300, 4350, or 4850	3	Minor elective	3
DSCV (MCC) <sup>1,2</sup>	3	DSCV (MCC) <sup>1,2</sup>	3
	15		15

### Senior

First Term	Hours	Second Term	Hours
COMM 3800	3	Minor/electives	9
PURE 4997 or CORE 4929 (MCC)	3	Major elective	3
Minor electives	6	PURE 4997 or CORE 4929 (MCC)	3
Major elective	3		
	15		15

Total credit hours: 121

<sup>1</sup> The four courses in the Discovery Tier (DSCV) of the MCC must be completed in the same theme and include the following content areas: Humanities (HUM), Social Science (SSC), Natural Science and Mathematics (NSM) and one elective (ELE), which is an additional course from any of the three content areas. A maximum of two courses in the Discovery Tier can apply towards a primary major.

<sup>2</sup> Students must also complete the Writing Intensive (WRIT) and Engaging Social System and Values 2 (ESSV2) requirements of the MCC. These requirements can be fulfilled through designated courses in the Discovery Tier or other degree requirements.

## 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

**Advertising Public Relations Courses****ADPR 2100. Communication Design Toolbox. 3 cr. hrs.**

An applied, hands-on course that introduces students to the computing design software environment and the basics of Adobe Creative Suite and video editing software as tools to engage in the design process for the conceptualization and creation of communication design solutions. Prereq: ADVE, CCOM and PURE majors or minors.

**ADPR 2200. Media Writing. 3 cr. hrs.**

Factual and persuasive writing for the mass media. Introduction to and practice in newswriting, public relations writing and advertising copywriting. Basic information gathering. In-class writing exercises require use of computers. Prereq: ENGL 1001 and COMM 1100 or equivalent. Restricted to declared ADVE, CCOM or PURE majors or minors.

**ADPR 3200. Strategic Communication Design. 3 cr. hrs.**

An applied course that teaches the fundamentals of cross-platform designs for strategic communication tactics, including print, digital, interactive, mobile and web-based media. Students learn basic design concepts and expand foundational technology skills to support public relations and marketing communication functions. Prereq: ADPR 2100; ADVE 1400 or PURE 1800; declared ADVE, CCOM or PURE majors and minors.

**ADPR 3986. Internship in Advertising and Public Relations. 0-3 cr. hrs.**

Work experience in advertising or public relations in specific organizational settings, supervised by an approved professional coupled with related academic work assigned. Approval of departmental internship director required in advance of internship. May be taken more than once to a maximum of three credits total. Prereq: ADPR 2200 and ADVE 1400 and cons. of dept. ch.; or ADVE 1400 and JOUR 1100 and cons. of dept. ch.; or ADPR 2200 and PURE 1800 and cons. of dept. ch.; or PURE 1800 and JOUR 1100 and cons. of dept. ch. 0 credit is SNC/UNC grade assessment; 1-3 credits is S/U grade assessment.

**ADPR 4000. Sports Promotion. 3 cr. hrs.**

Examines how sport organizations attract fan attention and, ultimately, generate revenue by applying strategies and tactics related to public relations, advertising, marketing and sponsorship. Topics include: sport promotion techniques, media relations, new technology, special event planning, ethics of the field, professionalism and career opportunities. Students learn about the practitioner's responsibilities to society, client/organization, fans, media and other practitioners. Prereq: ADVE 1400 or PURE 1800 or cons. of instr. Restricted to declared ADVE or PURE majors or minors.

**ADPR 4300. Emerging and Social Media in a Dynamic Marketplace. 3 cr. hrs.**

Examines the strategic uses, impact and implications of emerging and social media. Addresses the need to adapt to a digital, networked marketplace where change is the rule rather than the exception. Expands student knowledge of emerging and social media and their application to advertising and public relations challenges. Students use this knowledge to find more strategic and effective ways to communicate with clients, publics, target markets and other stakeholders. Prereq: ADVE 1400 or PURE 1800; or cons. of instr. Restricted to declared ADVE, CCOM or PURE majors or minors.

**ADPR 4350. Social Media Analytics and Measurement. 3 cr. hrs.**

Focuses on social media analytics and measurement. Designed to train students to analyze metrics and maximize the digital success of brands. Using innovative examples and case studies, students focus on effectiveness and optimization while learning to apply analytic strategies and tools to build strong measurement competencies. Prereq: ADVE 1400 or PURE 1800; or cons. of instr.; declared ADVE or PURE majors and minors.

**ADPR 4500. Account Management in Advertising and Public Relations. 3 cr. hrs.**

Explores the fundamentals of account management for both agencies and clients, including for-profit brands and non-profit organizations. Students learn basic business practices as well as client and agency structures and functions. Topics covered range from project estimating and budgeting to time management, relationship building and sales. Agency reviews and supplier selection and management are also covered. The ethical aspects of account management are stressed. Prereq: ADVE 1400 or PURE 1800, declared ADVE or PURE majors and minors; or cons. of instr.

**ADPR 4600. International Advertising and Public Relations. 3 cr. hrs.**

Students develop knowledge and skills related to strategic communications within a global marketplace. A variety of topics are addressed including the role of culture in global communication, differences in styles of communication across international groups and the role brands play in this process. Content explores culture as it applies to advertising and public relations directed at different international audiences and globalization, while keeping in mind the importance of ethics and social responsibility. Prereq: ADVE 1400 or PURE 1800.

**ADPR 4750. Strategic Communication in a Culturally Diverse Marketplace. 3 cr. hrs.**

Designed to help students develop skills in an ever-diversifying marketplace. Addresses topics including transcultural marketing, the role of culture in communication, differences in styles of communication across groups and the role brands play in this process. Explores culture as directed to a broad range of people from multicultural audiences to immersing immigrant communities to generational marketing to LGBTQ communities and disabilities communities. Further, it leverages real world experiences by building connections to diverse local organizations. Prereq: ADVE 1400 or PURE 1800.

**ADPR 4850. Multiplatform Content Strategy. 3 cr. hrs.**

Create content that builds brand awareness, creates brand preference and expands the brand's reach by leveraging digital content. Provides tangible skills framed by digital strategy to deliver consistent, ongoing valuable content to consumers across multiple platforms. Prereq: ADVE 1400 or PURE 1800; or cons. of instr.; declared ADVE or PURE majors and minors.

**ADPR 4951. MU Led Travel/Study Abroad. 3 cr. hrs.**

Designed to bring advertising and culture to life within the context of the global marketplace. Students spend three weeks in both London and Prague, visit local and multinational advertising agencies and media companies, and experience local culture. Course taught in an international setting by Marquette professors and where students earn Marquette credit. Study Abroad expenses apply. Prereq: Jr. stndg., cons. of the Office of International Education, and one of the following courses: ADVE 1400, PURE 1800, or CCOM 2000.

**ADPR 4953. Seminar in Advertising and Public Relations. 1-3 cr. hrs.**

Specific subjects of seminars to be announced in the Schedule of Classes. Variable topics. Prereq: ADVE 1400 or PURE 1800; or cons. of instr. Restricted to declared ADVE or PURE majors or minors.

**ADPR 4961. Special Institute/Workshop/Project. 1-3 cr. hrs.**

Prereq: Restricted to declared ADPR majors and minors.

**ADPR 4995. Independent Study in Advertising and Public Relations. 1-3 cr. hrs.**

Supervised study of a specific area or topic in Advertising and Public Relations. Prereq: Cons. of dept. ch.

**ADPR 4997. Advertising and Public Relations Campaigns. 3 cr. hrs.**

Senior capstone that holistically integrates advertising and public relations. Students work in integrated groups to strategically plan, develop and present campaigns for real world clients. Campaigns include primary and secondary research and data analysis, objective setting and strategy development, media selection and message preparation, and creation of tactics to launch the campaign. Culminates in formal, competitive presentations to peers, instructor, client and industry professionals. Prereq: ADVE or PURE major, ADVE 3000 or PURE 3800, ADVE 3400 or PURE 3600, and ADVE 4100 or ADPR 3200; or cons. of instr.

**ADPR 4999. Senior Thesis. 1-3 cr. hrs.**

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Prereq: Cons. of dept. ch.

**ADPR 5350. Social Media Analytics and Measurement. 3 cr. hrs.**

Focuses on social media analytics and measurement. Designed to train students to analyze metrics and maximize the digital success of brands. Using innovative examples and case studies, students focus on effectiveness and optimization while learning to apply analytic strategies and tools to build strong measurement competencies.

## Public Relations Courses

**PURE 1800. Public Relations Principles. 3 cr. hrs.**

Principles, history, theory and practice of public relations in business, organizations and agencies. Analyses of public relations programs; the responsibility of the public relations practitioner to management and to relevant publics; ethics of public relations practice; the future of the field and career opportunities.

**PURE 3000. Public Relations Research and Measurement. 3 cr. hrs.**

Introduces students to the role of research and measurement in public relations planning and evaluation. Emphasizes research design and the use of primary and secondary research to establish a situation analysis and audience analysis. Students learn how to use data sets and conduct appropriate data analysis, quantitatively and qualitatively. Students also learn how to report, interpret and present research findings. Prereq: PURE 1800 and COMM 2500, declared PURE majors and minors.

**PURE 3600. Public Relations Writing. 3 cr. hrs.**

Covers the basics of public relations writing, including the principles of effective professional writing, finding and generating newsworthy information for print, electronic and "new" media. Topics covered include: news releases, fact sheets, brochures, online public relations, media kits, speech writing, crisis communication, and spokesperson training. Writing portfolios are assembled for purposes of future internships and employment. All classes held in a computerized writing laboratory. Prereq: PURE 1800 and ADPR 2200; and restricted to declared ADVE, CCOM and PURE majors and minors.

**PURE 3800. Public Relations Strategies. 3 cr. hrs.**

Covers public relations theories and strategic planning processes and how they are applied to "read world" public relations cases and problems. Emphasis is on the role of strategic problem solving and public relations. Case study analysis is used to explore the effectiveness of PR strategies and expose students to a variety of PR applications (e.g., media relations, social media, internal communication, international promotion, investor relations, IMC). Students also learn and discuss ethical decision-making in various PR situations. Prereq: PURE 1800; cons. of instr.; PURE major or minor.

**PURE 3850. Crisis Communication and Reputation Management. 3 cr. hrs.**

Learn the vital role communication practitioners play in contemporary crisis communication and reputation management, and the tools used to prepare for and manage emergency situations from a communications perspective. Learn to balance the roles as the strategic thinker (assessing organizational vulnerability, team development, etc.) and the effective tactician (message development, channel selection, etc.) and reconcile them against the reality organizations in crisis face when serving myriad stakeholders in the digital age. Class instruction includes: lectures, case studies and in-class exercises designed to develop real-time thought processes and writing for situations that could threaten brand reputation. Prereq: ADVE 1400 or PURE 1800; PURE, CCOM or ADVE majors or minors.

**PURE 4800. Advanced Public Relations Writing. 3 cr. hrs.**

Designed to advance the writing and production skills developed in PURE 3600: Public Relations Writing. Applies PR strategies and theories to writing for specific stakeholders in a variety of PR situations. Emphasis is on clear, concise messages for strategic and persuasive communication in multimedia formats such as print, audio, visual, web-based and social media. In addition to developing thorough knowledge of the various formats used in creating traditional PR materials, student also plan and execute specialized forms of writing such as annual reports, white papers, op-ed articles and sponsorship/fundraising proposals. Assignments contribute to professional portfolio development. Prereq: PURE 1800, PURE 3600; or cons. of instr. Restricted to declared PURE majors or minors.

**PURE 4997. Public Relations Campaigns. 3 cr. hrs.**

Senior capstone course in public relations issues management for corporations, government and non-profit groups. Working in teams, students design a public communication campaign involving media management, community relations, educational outreach or other methods of advocacy in the public forum for achieving social justice goals using public relations strategies and tactics. Students design public communication campaign proposals for local or national clients. Student campaign designs are read and responded to by industry professionals, the client and the instructor. Students conduct field research, analyze results and incorporate findings in their action plans. Prereq: PURE 1800, PURE 3200, PURE 3600 and PURE 3800; or cons. of instr. Restricted to declared PURE majors.