

PUBLIC RELATIONS BACHELOR OF SCIENCE DEGREE

☐ Offered Online

The Public Relations degree is designed to prepare students to serve as public communicators in a variety of settings including (but not limited to) corporate, non-profit, government, healthcare, and education. The program curriculum is devised to provide students with significant communication training and internship opportunities. Students will learn essential writing, speaking, and critical thinking skills. Additionally, students will be exposed to a variety of theoretical approaches to the practice of public relations. The curriculum is modeled on the Public Relations Society of America's Undergraduate Education recommendations.

Certain courses in these programs have prerequisites; students should check the course descriptions for required prerequisites.

Bachelor of Science in Public Relations Program Outcomes

Upon successful completion of the program, students will be able to demonstrate

1. writing skills
2. speaking skills
3. critical thinking skills
4. and theoretical approaches to the practice of public relations.

Code	Title	Credits
General Education Requirements (https://catalog.msubillings.edu/undergraduate/general-education-requirements)		31
Students should consult with their advisors to determine if specific courses are necessary in order to satisfy the General Education requirements within this major.		
Public Relations Core Requirements		
COMX 200	Exploring Comm Studies	3
COMX 320	Prin of Organizational Comm	3
COMX 330	Principles of Media Studies	3
COMX 351	Principles of Public Relations	3
COMX 400	Communication Theory	3
COMX 401	Communication Law and Ethics	3
COMX 431	New Media Skills	3
COMX 438	Multicultural Mass Comm	3
COMX 456	Case Studies in Public Rltns	3
COMX 460	Research Methods	3
COMX 481	Campaign Planning	3
COMX 499	Capstone	3
JRNL 270	Reporting	3
Subtotal		39

Public Relations Emphases		
Select two courses from one emphasis below, in consultation with an advisor: 6		
<i>Emphasis 1: Digital Media</i>		
COMX 331	Theories of Media and Society	
COMX 340	Visual Rhetoric	
<i>Emphasis 2: Community Public Relations</i>		

COMX 452	Issues in Public Relations	
COMX 480	Health Communication	
COMX 482	Women, Media, and Society	
<i>Emphasis 3: Public Affairs</i>		
COMX 211	Advanced Public Speaking	
COMX 341	History & Theory of Persuasion	
COMX 434	Political Communication	
Subtotal		6
Electives		44
Total Minimum Credits		120

* May satisfy General Education requirements.

Note: Substitutions between options can be made with advisor or consent. Students must earn a grade of "C" or above in courses used to satisfy major or minor requirements in the Communication and Theatre Department. The Department of Communication and Theatre offers a BA in Communication Arts online. Check the university website for details at <https://www.msubillings.edu>

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Bachelor of Science Degree Major in Public Relations

This sample schedule is a suggested plan for students to follow in completing the Bachelor of Science Degree Major in Public Relations. Due to course schedule changes and staff assignments, students may not be able to follow the plan exactly. This suggested plan is not a substitute for careful advising by Departmental faculty. Students should consult with their advisors to plan classes before registering each term.

Code	Title	Credits
First Year		
Fall		
WRIT 101	College Writing I	3
General Education		9
COMX 115	Intro to Interpersonal Comm	3
Total		15
Spring		
STAT 141	Intro to Statistical Concepts	3
COMX 111	Intro to Public Speaking	3
General Education		9
Total		15
Second Year		
Fall		
COMX 200	Exploring Comm Studies	3
JRNL 270	Reporting	3
General Education w/Lab		7
COMX 320	Prin of Organizational Comm	3
Total		16
Spring		
General Education		12
COMX 330	Principles of Media Studies	3
Total		15
Third Year		

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Fall		
COMX 351	Principles of Public Relations	3
COMX 400	Communication Theory	3
General Education		3
PR Emphasis		3
Elective		3
Total		15
Spring		
COMX 460	Research Methods	3
COMX 431	New Media Skills	3
COMX 481	Campaign Planning	3
PR Emphasis		3
Elective		3
Total		15
Fourth Year		
Fall		
COMX 401	Communication Law and Ethics	3
COMX 456	Case Studies in Public Rltns	3
COMX 438	Multicultural Mass Comm	3
Electives		6
Total		15
Spring		
COMX 499	Capstone	3
Electives		11
Total		14