

**Description**

Public Relations emphasis prepares graduates for jobs in corporate and nonprofit public relations, event coordination and media communication positions. This major was created using courses from a variety of disciplines ensuring our public relations graduates are well versed in all areas of media.

**Public Relations Advisers**

[Michelle Baum](#)  
[Steve Krizman](#)  
[Chris Jennings](#), Dept. Chair

Central Classroom, 119

**Step One - Department CORE**

All JMP students take the following 12 credit hour core:

- JMP 1100 - Journalism Fundamentals .....
- JMP 1450 - Media Literacy and Communication.....
- JMP 2430 - Introduction to Media Production.....
- JMP 2435 - Multimedia Writing and Production .....

**Department Core: 12 credit hours**

**Step Two - Public Relations CORE**

- JMP 2700 - Fundamentals of Public Relations .....
- JMP 3510 - Portfolio Presentation .....
- JMP 3540 - Mobile and Social Media .....
- JMP 3700 - Public Relations Writing .....
- JMP 3720 - Media and Influencer Relations .....
- JMP 3740 - Public Relations Research, Planning and Management.....
- JMP 3980 - Internship in Journalism and Media Production .....
- JMP 4500 - Ethical and Legal Issues in Journalism (**Senior Experience**) .....
- JMP 4740 - Public Relations in Crises .....
- JMP 4750 - Public Relations Lab (**Repeatable up to 6 credits**) .....

**Public Relations Core: 27 credit hours**

**Step Three - Public Relations ELECTIVES** (Pick two courses)

All courses with a COM, JMP, or JRN, prefix may be used as electives, in consultation with an adviser.

**Electives: 6 credit hours**

**Public Relations Major: 45 Credit Hours**

**General Studies**

As a reminder to all degree-seeking students, UNIVERSITY DEGREE REQUIREMENTS ARE:

- Complete a minimum of 120 credit hours
- Complete a minimum of 40 upper division credit hours
- Complete all general studies requirements
- Complete a Major/Minor, a double, or extended major

*Note:* No more than 7 semester hours in music ensemble will be counted toward a bachelor’s degree for students who are not majoring in music.