

BACHELOR OF ARTS IN PUBLIC RELATIONS

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The Bachelor of Arts in Public Relations program prepares entry-level practitioners for various careers in agency, corporate, government and nonprofit public relations. As a public relations professional, your job is to build relationships between your clients and the people they need to engage. From managing relationships between consumers and their favorite companies to planning an event for a local nonprofit or strategizing social media campaigns, you will learn to connect to our world through public relations. Among the most important essential learning outcomes stressed in the major are critical thinking and reasoning skills. As a major in public relations, you'll have the ability to be more than just a communicator. You will be able to offer strategic counsel to your employers and clients. Your major experience includes courses where you carry out activities for real-world clients including conducting research, proposing strategies and objectives, and producing a full campaign plan that includes collateral materials and evaluation methods.

Our proximity to New York and Boston provides you with valuable internship opportunities to gain real-world experience in global organizations.

BA in Public Relations Curriculum

Students majoring in Public Relations must meet the following requirements for graduation:

Code	Title	Credits
University Curriculum ¹		46
Required School of Communications core courses		
COM 120	Media Industries and Trends	3
COM 130	Visual Design	3
COM 140	Storytelling	3
School of Communications Requirements		
Global Issues and Cultures, select two courses		6
Additional courses outside of SoC, one of which must be at the 200 level or higher		6
Seminars for Success		
COM 101	Communications First-Year Seminar	1
COM 201	Media Career Development	1
Required major courses		
ADPR 101	Principles of Public Relations	3
ADPR 201	Writing for Strategic Comm	3
ADPR 332	Communication Research & Analysis	3
MSS 340	Communications Law and Policy	3
ADPR 450	Crisis Communication Management	3
ADPR 495	Public Relations Campaigns	3
COM 490	Communications Career Internship	3
Electives		
Select three ADPR electives such as:		9
ADPR 102	Principles Adv/Integrated Comm	

ADPR 215	Web, Mobile & Interactive Design	
ADPR 309	Public Diplomacy	
ADPR 311	Sports Public Relations (sps 311)	
ADPR 320	Strategies for Social Media	
ADPR 335	Media Systems and Planning	
ADPR 341	Corporate Public Relations	
ADPR 343	Nonprofit Public Relations	
ADPR 344	Global Strategic Communications Management	
ADPR 346	Strategic Health Communication	
ADPR 348	Public Rel Event Planning	
ADPR 349	Media Relations	
ADPR 400	Special Topics	
ADPR 401	Bateman Competition Research	
ADPR 402	Bateman Competition Campaigns	
ADPR 405	The Agency	
ADPR 410	Branding Strategies	
Other courses with chair's approval		
Open elective		
Select any School of Communications elective		3
Minor Courses		18
Total Credits		120

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All students must complete the 46 credits of the University Curriculum (<http://catalog.qu.edu/academics/university-curriculum/>). Students majoring in Public Relations will complete their Integrative Capstone Requirement within the major with ADPR 495. In place of those credits, the student will select an additional unrestricted course in the University Curriculum.

Minor Requirement

All students majoring in public relations are required to take a minor (typically 18 credits) that will complement their career and/or personal interests. This minor can be from any program either within or outside the School of Communications. However, a student majoring in public relations may not minor within the Department of Advertising and Public Relations, in the advertising and public relations minor.

Student Learning Outcomes

Upon completion of the program, students should be able to demonstrate the following competencies:

- Information Fluency and Analysis:** Plan, conduct, analyze and report primary research findings based on a survey, focus group or other appropriate research means, as well as interpret secondary industry research for a client.
- Critical and Creative Thinking:** Propose measurable, attainable objectives for a client based on primary and secondary research findings and produce a campaign strategy designed to help the client achieve its goals.
- Effective Communication:** Demonstrate both written and oral proficiency within a variety of traditional and new industry communication vehicles and message delivery formats.
- Social Intelligence:** Demonstrate an ability to work effectively and responsibly within groups and manage relationships with clients, team members and publics to achieve individual and common goals.

5. **Quantitative and Qualitative Literacy:** Propose an evaluation of a campaign to measure the campaign's effectiveness.

Admission Requirements: School of Communications

The requirements for admission into the undergraduate School of Communications programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions (<http://catalog.qu.edu/general-information/admissions/>) page of this catalog.