

# B.A. in Public Relations

## Academic Program Guide for **New First-Year Students** (Effective Fall 2018) Department of Public Relations and Advertising

*Students who entered Rowan University prior to Fall 2018 should follow the guide for their program and start year in consultation with their advisor.*

### Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
  - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  - Rowan Core and Rowan Experience designations are listed in course details in Section Tally ([www.rowan.edu/registrar](http://www.rowan.edu/registrar)) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here: <https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

### Program-Specific Graduation Requirements for this Major / Degree

- Students must receive a grade of C- or better in all courses satisfying Major requirements.

### Rowan Core Requirements<sup>1</sup>

*Students must satisfy all **six** Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy. With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.*

- (COML) Communicative Literacy: *Must be met by the following three courses or their official equivalents:*
- COMP 01111 College Composition I (3 sh)    
  COMP 01112 College Composition II (3 sh)    
  CMS 04205 Public Speaking (3 sh)
- (ARTL) Artistic Literacy     *Recommendation from major:*
- (GLBL) Global Literacy     *Recommendation from major:*
- (HUML) Humanistic Literacy     *Recommendation from major:*
- (QNTL) Quantitative Literacy     *Recommendation from major:*
- (SCIL) Scientific Literacy     *Recommendation from major:*

Subtotal of credits counted in this section: 9 sh

### Rowan Experience Requirements

*Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.*

- (LIT) Broad-Based Literature Attribute     *Recommendation from major:*
- (WI) Writing Intensive Attribute     *Recommendation from major:* PR 06353 or PR 06454 (3 sh counted under major)
- (RS) Rowan Seminar Attribute<sup>2</sup>     *Recommendation from major:*

### Non-Program Courses (minimum 18 sh)

*Courses in this section cannot be in the major department.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
PHIL 09110	Logic of Everyday Reasoning				3
<b>Subtotal: 18 sh</b>					

<sup>1</sup> The Rowan Core requirements are waived for transfer students with an earned A.A. or A.S. degree from a NJ community/county college.

<sup>2</sup> The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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## Major Requirements (39 sh)

### SUMMARY OF MAJOR REQUIREMENTS

- 21 sh of Foundational Courses
  - 9 sh of Upper-Level and Capstone Courses
  - 9 sh of Related Electives
- 
- 39 sh total

### FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
PR 06350	Introduction to Public Relations	Prereq: major status			3
ADV 04330	Introduction to Advertising	Prereq: major status			3
PR 06301	Basic Public Relations Writing	Prereq: PR 06350			3
JRN 02317	Publication Layout and Design	Prereq: 45 s.h.			3
PR 06310	Introduction to Public Relations / Advertising Research	Prereq: 60 s.h.			3
PR 99362	Public Opinion	Prereq: PR 06310			3
PR 06305	Advanced Public Relations Writing	Prereq: PR 06301 with grade of B- or better			3
Subtotal:					21 sh

### UPPER-LEVEL AND CAPSTONE COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
PR 06355	Public Relations / Advertising Law and Ethics	Prereq: (PR 06350 and PR 06301) or (ADV 04330 and ADV 04375)			3
PR 06353	Case Studies in Public Relations – WI	Prereq: PR 06305 and PR 06310 and COMP 01112			3
PR 06454	Public Relations Planning – WI	Prereq: PR 06353 and COMP 01112			3
Subtotal:					9 sh

### RELATED ELECTIVES BANK

Select three courses from the following offerings.

	Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>	ADV 04360	Integrated Marketing Communication	Prereq: PR 06350 and ADV 04330			
<input type="radio"/>	ADV 04432	Media Planning	Prereq: ADV 04330			3
<input type="radio"/>	CMS 04210	Mass Media	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04240 or CMS 04241	Small Group Communication or Small Group Communication – WI	Prereq for CMS 04242: COMP 01112 or ENGR 01201; CMS 04241 Satisfies WI requirement			3
<input type="radio"/>	CMS 04250	Communication Theory	Prereq: COMP 01112			3
<input type="radio"/>	CMS 04270	Persuasion and Social Influence				3
<input type="radio"/>	CMS 04370	Political Communication	Prereq: (COMP 01112 or ENGR 01201) and (POSC 07100 or POSC 07110 or POSC 07200)			3
<input type="radio"/>	CMS 04380	Health Communication	Prereq: COMP 01112 or ENGR 01201			3
<input type="radio"/>	JRN 02210	Journalistic Writing	Prereq: COMP 01112			3
<input type="radio"/>	JRN 02310	News Reporting I	Prereq: JRN 02205			3
<input type="radio"/>	JRN 02312	Feature Writing	Prereq: JRN 02310			3
<input type="radio"/>	JRN 02313	Magazine Article Writing	Prereq: JRN 02310 or JRN 02210 or PR 06301 or WA 01300 with a grade of C- or better			3
<input type="radio"/>	JRN 02319	Media Ethics	Prereq: JRN 02205 or RTF 03295 or PR 06301			3
<input type="radio"/>	JRN 02335	Media Law	Prereq: 45 s.h.			3
<input type="radio"/>	MGT 06300	Organizational Behavior				3
<input type="radio"/>	PR 06359	Public Relations Practicum	Prereq: 75 s.h.			3
<input type="radio"/>	PR 06360	PR/Adv Internship I	Prereq: major status with major GPA of 2.5 and (PR			3
<input type="radio"/>	PR 06362	PR/Adv Internship II	06301 and PR 06305) or (ADV 04375 and ADV			3
<input type="radio"/>	PR 06364	PR/Adv Internship III	04421) or ADV 04420			3
<input type="radio"/>	RTF 03220	Television Industry	Prereq: COMP 01111			3
Subtotal:						9 sh

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## Free Electives for this Major/Degree (54 sh)

*Students should choose Free Electives that satisfy any Rowan Core or Rowan Experience requirements that are not fulfilled by Major or Non-Program courses.*

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits

Subtotal: 54 sh

Total Program Credits Required for this Major / Degree: 120 SH