

**Bachelor of Public Relations (old program)**

***Required PR Courses***

- € Pbrl 1010, Foundations of PR
- € Pbrl 1188, Co-op Term I
- € Pbrl 2012, PR Writing: Theory & Practice
- € Pbrl 2013, Communication: Theory & Practice
- € Pbrl 2014, Organizational Context of PR
- € Pbrl 2015, Audio Visual Communication
- € Pbrl/Comm 2211, Intro to Public Speaking
- € Pbrl 2288, Co-op Term II
- € Pbrl 3012, Persuasive PR Writing
- € Pbrl 3013, Mass Media & Public Opinion
- € Pbrl 3014, Managing Organizational PR
- € Pbrl 3016, Research Methods
- € Comm 3017, Ethics in Public Communication
- € Pbrl 3022, Text-based Media (*will be revised*)
- € Pbrl 3388, Co-op Term III
- € Pbrl 4014, Advanced PR Management
- € Pbrl 4015, Media Relations
- € Pbrl 4019, Crisis Communication Management
- € Pbrl 4101, Employee Relations
- € Pbrl 4107, Advanced PR Writing

***Other required courses***

- € Busi 1112, Intro to Business Administration
- € Busi 2230, Principles of Marketing
- € Econ 1101, Intro to Microeconomics
- € Econ 1102, Intro to Macroeconomics
- € Writ 1120, Writing: Theory & Practice
- € English @ 1000 level (half-unit)
- € English @ 2000 level (half-unit)
- € English @ 2000 level (half-unit)
- € Math 2208, Intro to Statistics I
- € Psyc 1110, Intro to Psychology: Natural
- € Psyc 1120, Intro to Psychology: Social
- € Women’s Studies/Emphasis (half-unit)
- € Soan 1102, Intro to Anthropology
- € Soan 1103, Intro to Sociology
- € Modern Language \_\_\_\_\_
- € Modern Language \_\_\_\_\_
- € Professional elective @ 2000 level (half-unit)
- € Professional elective @ 2000 level (half-unit)
- € Professional elective @ 2000 level (half-unit)
- € Elective (half-unit) \_\_\_\_\_
- € Elective (half-unit) \_\_\_\_\_
- € Elective (half-unit) \_\_\_\_\_
- € Elective (half-unit) \_\_\_\_\_

**Bachelor of Public Relations (new program)**

***Required PR Courses***

- € Pbrl 1010, Foundations of PR
- € Pbrl 1188, Co-op Term I
- € Pbrl 2012, PR Writing: Theory & Practice
- € Pbrl 2013, Communication: Theory & Practice
- € Pbrl 2014, Organizational Context of PR
- € Pbrl 2015, Audio Visual Communication
- € Pbrl/Comm 2211, Intro to Public Speaking
- € Pbrl 2288, Co-op Term II
- € Pbrl 3012, Persuasive PR Writing
- € Pbrl 3013, Mass Media & Public Opinion
- € Pbrl 3014, Managing Organizational PR
- € Pbrl 3016, Research Methods
- € Comm 3017, Ethics in Public Communication
- € Pbrl 3020, Strategic Writing for the PR Practitioner
- € Pbrl 3022, Text-based Media (*will be revised*)
- € Pbrl 3388, Co-op Term III
- € Pbrl 4014, Advanced PR Management
- € Pbrl 4015, Media Relations
- € Pbrl 4019, Crisis Communication Management
- € Pbrl 4101, Employee Relations
- € Pbrl 4107, Advanced PR Writing

***Other required courses***

- € Busi 1112, Intro Business Administration
- € Busi 2230, Principles of Marketing
- € Math 2208, Intro to Statistics I
- € Women’s Studies/Emphasis (half-unit)
- € English @ 1000 level or above (half-unit)

***\*8.5 units of elective including:***

*4.0 units chosen from Arts & Science area*

- € Arts & Science elective \_\_\_\_\_
- € Arts & Science elective \_\_\_\_\_
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*4.5 units of elective*

- € Elective \_\_\_\_\_
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***\*3.0 units of electives must be taken at the 3000-level or above***