

B.S.C. PUBLIC RELATIONS

Overview

Students majoring in Public Relations also can choose between two paths. The first, Public Relations Practice, is for students who intend to enter the field of public relations. Students in this track will receive rigorous, hands-on training in PR writing, PR design, PR message development, and campaign development. Students who complete this track will be prepared to enter into the PR field after graduation in positions such as account executive, communication specialist, event planner, or social media specialist. Students who are looking for a more general PR education can choose the general PR track. This track is for students who wish to learn about the field of public relations, but plan to apply it to another field of study (e.g., law, marketing, etc.). Many students choose to go on to graduate school after completing this track.

Both Public Relations tracks fulfill the People & Society area of knowledge requirement.

Our Public Relations program has ties to the Public Relations Society of America and maintains a Public Relations Student Society of America (PRSSA) chapter.

Curriculum Requirements for Public Relations - General Track

Code	Title	Credit Hours
Core Courses		
STC 102	Graphic Design for Strategic Communication	3
STC 103	Statistical Reasoning for Strategic Communication	3
JMM 108	Writing for the Digital Age	3
STC 116	Principles of Public Relations	3
STC 201	Public Relations Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
Advanced Writing and Communication Skills Requirement		
COS 211	Public Speaking	3
STC Courses		
STC 232	Writing for Public Relations	3
STC 311	Public Relations Research	3
STC 435	Advanced Research Methods for Public Relations	3
STC 436	Public Relations Campaigns	3
Select One STC Elective:		3
STC 423	Crisis Communication and Management	
STC 425	Cases in Public Relations Administration	
STC 428	Public Relations Management	
STC 460	Corporate Communication and Public Relations	
STC 482	International Public Relations	
Select 6 Credit Hours of School of Communication Electives with Approval of STC Faculty Advisor		6
Marketing Requirement		
MKT 301	Marketing Foundations	3
Additional Requirements		
ENG 105 and ENG 106		6
STC 103 (Double Counts for Major and Math Requirement)		
Arts and Humanities Cognate		9
STEM Cognate		9
Minor, Second Major or Elective		51
Total Credit Hours		120

Curriculum Requirements for Public Relations - Practice Track

Code	Title	Credit Hours
Core Courses		
STC 102	Graphic Design for Strategic Communication	3
STC 103	Statistical Reasoning for Strategic Communication	3

JMM 108	Writing for the Digital Age	3
STC 116	Principles of Public Relations	3
STC 201	Public Relations Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
Advanced Writing and Communication Skills Requirement		
COS 211	Public Speaking	3
STC Courses		
STC 203	Advanced Graphic Design for Public Relations	3
STC 232	Writing for Public Relations	3
STC 311	Public Relations Research	3
STC 346	Public Relations Message Development and Execution	3
STC 436	Public Relations Campaigns	3
Select two additional Public Relations Electives:		6
STC 316	Ethics in Strategic Communication	
STC 330	Travel and Tourism	
STC 334	Social Media Messaging and Strategies	
STC 350	International and Cross-cultural Advertising	
STC 381	Public Relations Internship	
STC 412	Public Opinion and Mass Communication	
STC 423	Crisis Communication and Management	
STC 424	Media Relations	
STC 426	Sports, Publicity, and Promotions	
STC 428	Public Relations Management	
STC 460	Corporate Communication and Public Relations	
STC 482	International Public Relations	
STC 493	Special Topics in Public Relations	
Marketing Requirement		
MKT 301	Marketing Foundations	3
Additional Requirements		
ENG 105 and ENG 106		6
STC 103 (Double Counts for Major and Math Requirement)		
Arts and Humanities Cognate		9
STEM Cognate		9
Minor, Second Major or Elective		51
Total Credit Hours		120

* Students must complete at least one course with an international or intercultural focus. Courses that meet this requirement include: STC 350, STC 482, COS 343, COS 545, and MKT 360. Other courses may be used to fulfill this requirement with the approval of an Advertising faculty advisor. Studying abroad also fulfills this requirement.

* School of Communication students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your advisor.

* School of Communication students must complete 6 credits of English Composition unless exempt based on SAT/ACT score or AP/IB exam, 3-6 credits of Mathematics, <http://www.miami.edu/cognates/> and the Advanced Writing and Communication Skills Proficiency requirement.

Upper Level Elective Requirement

36 credits at the 300 level or higher are required for graduation. These credits may be earned from your major, minor and/or second major, and electives.

Suggested Plan of Study for Public Relations - General Track

Freshman Year		Credit Hours
Fall		
STC 116	Principles of Public Relations	3
JMM 108	Writing for the Digital Age	3

ENG 105	English Composition I	3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15
Spring		
STC 102	Graphic Design for Strategic Communication	3
STC 103	Statistical Reasoning for Strategic Communication	3
COM 250	Freedom of Expression and Communication Ethics	3
ENG 106	English Composition II	3
STEM Cognate		3
Credit Hours		15
Sophomore Year		
Fall		
STC 201	Public Relations Strategy Development	3
School of Communication Elective Chosen with approval of STC Faculty Advisor		3
Minor or 2nd Major Course		3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15
Spring		
COS 211	Public Speaking	3
STC 232	Writing for Public Relations	3
Arts and Humanities Cognate		3
Minor or 2nd Major Course		3
Elective		3
Credit Hours		15
Junior Year		
Fall		
STC 311	Public Relations Research	3
Select 3 credits in STC/COS Electives with an International or Intercultural Focus:		3
STC 350	International and Cross-cultural Advertising	
STC 482	International Public Relations	
COS 343	Introduction to Intercultural Communication	
COS 545	Intercultural Communication: International Perspectives	
Minor or 2nd Major Course		6
300 Level Elective		3
Credit Hours		15
Spring		
MKT 301	Marketing Foundations	3
STC 435	Advanced Research Methods for Public Relations	3
Minor or 2nd Major Course		3
300 Level Elective		3
Elective		3
Credit Hours		15
Senior Year		
Fall		
STC 436	Public Relations Campaigns	3
Minor or 2nd Major Course		6
300 Level Elective		3
Elective		3
Credit Hours		15

Spring		
Select one of the following:		3
STC 423	Crisis Communication and Management	
STC 425	Cases in Public Relations Administration	
STC 428	Public Relations Management	
STC 460	Corporate Communication and Public Relations	
STC 493	Special Topics in Public Relations	
Minor or 2nd Major or Elective Courses		12
Credit Hours		15
Total Credit Hours		120

Suggested Plan of Study for Public Relations - Practice Track

Freshman Year		
Fall		Credit Hours
STC 116	Principles of Public Relations	3
JMM 108	Writing for the Digital Age	3
ENG 105	English Composition I	3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15
Spring		
STC 102	Graphic Design for Strategic Communication	3
STC 103	Statistical Reasoning for Strategic Communication	3
COM 250	Freedom of Expression and Communication Ethics	3
ENG 106	English Composition II	3
STEM Cognate		3
Credit Hours		15
Sophomore Year		
Fall		
STC 201	Public Relations Strategy Development	3
STC 203	Advanced Graphic Design for Public Relations	3
Minor or 2nd Major Course		3
Arts and Humanities Cognate		3
STEM Cognate		3
Credit Hours		15
Spring		
COS 211	Public Speaking	3
STC 232	Writing for Public Relations	3
Arts and Humanities Cognate		3
Minor or 2nd Major Course		3
Elective		3
Credit Hours		15
Junior Year		
Fall		
STC 311	Public Relations Research	3
Select 3 credits in STC/COS Electives with an International or Intercultural Focus:		3
STC 350	International and Cross-cultural Advertising	
STC 482	International Public Relations	
COS 343	Introduction to Intercultural Communication	
COS 545	Intercultural Communication: International Perspectives	
Minor or 2nd Major Course		6

300 Level Elective		3
	Credit Hours	15
Spring		
MKT 301	Marketing Foundations	3
STC 346	Public Relations Message Development and Execution	3
Minor or 2nd Major Course		3
300 Level Elective		3
Elective		3
	Credit Hours	15
Senior Year		
Fall		
STC 436	Public Relations Campaigns	3
Minor or 2nd Major Course		6
300 Level Elective		3
Elective		3
	Credit Hours	15
Spring		
Select one of the following:		3
STC 316	Ethics in Strategic Communication	
STC 330	Travel and Tourism	
STC 334	Social Media Messaging and Strategies	
STC 381	Public Relations Internship	
STC 412	Public Opinion and Mass Communication	
STC 423	Crisis Communication and Management	
STC 424	Media Relations	
STC 426	Sports, Publicity, and Promotions	
STC 428	Public Relations Management	
STC 460	Corporate Communication and Public Relations	
STC 493	Special Topics in Public Relations	
Minor or 2nd Major or Elective Courses		12
	Credit Hours	15
	Total Credit Hours	120

Mission

The Public Relations Program mission is to prepare professional communicators who understand and can demonstrate the use of theory, research, planning and evaluation in effective public relations practice. We are committed to building students' ability to apply ethical principles to decision-making and to perceive each communication and its intended audience holistically, based on understanding and appreciating cultural and other differences. We seek to nurture students' analytic and creative skills with the goal of graduating insightful, resourceful citizens of a global society, and to challenge them with multiple opportunities for learning, self-discovery and professional practice.

Goals

We seek to nurture students' analytic and creative skills with the goal of graduating insightful, resourceful citizens in a global society, and to challenge them with multiple opportunities for learning, self-discovery, and professional practice.

Student Learning Outcomes

- Students will demonstrate an understanding of how research is conducted and findings are effectively applied to strategic communication planning and in the practice of public relations, including the ability to conduct secondary and primary research, compile and analyze data via statistical analyses and SPSS software, and interpret and summarize the results.
- Students will write and design effective, audience-sensitive messages for public relations purposes in settings inside and outside the classroom that follow standards of professional practice.
- Students will demonstrate the ability to prepare and evaluate strategic communication plans/ proposals at a professional level, which requires effective research, writing, design and oral presentation skills.