

# B.S.C. PUBLIC RELATIONS

## Overview

Students majoring in Public Relations will learn how to engage in public relations practices in from both a practical and theoretical perspective. Students will receive rigorous, hands-on training in PR writing, PR design, PR message development, and campaign development. Students 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, for example.

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

Code	Title	Credit Hours
<b>Core Courses</b>		
STC 103	Statistical Reasoning for Strategic Communication	3
STC 116	Principles of Public Relations	3
STC 201	Public Relations Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
<b>Advanced Writing and Communication Skills Requirement</b>		
Writing Skills Course:		
STC 130	Writing for Strategic Communication	3
Presentation Skills Course:		
COS 211 or COS 333	Public Speaking Business Communication	3
Digital Skills Course:		
STC 102	Graphic Design for Strategic Communication	3
<b>STC Courses</b>		
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
<b>Select Three Public Relations Electives:</b>		<b>9</b>
STC 203	Advanced Graphic Design for Public Relations	
STC 290	Special Topics in Strategic Communication	
STC 302	Advanced Graphic Design and Photography	
STC 304	Project Management for Strategic Communication	
STC 316	Ethics in Strategic Communication	
STC 330	Travel and Tourism	
STC 334	Social Media Messaging and Strategies	
STC 360	Multicultural and Inclusive Advertising	
STC 381	Public Relations Internship	
STC 419	Women in PR	
STC 423	Crisis Communication and Management	
STC 424	Media Relations	
STC 425	Cases in Public Relations Administration	
STC 426	Sports, Publicity, and Promotions	
STC 428	Public Relations Management	
STC 435	Advanced Research Methods for Public Relations	
STC 437	PR and Politics	
STC 439	Public Relations Practicum	
STC 444	Social Media Analytics	

STC 450	Strategic Communication in Health Care	
STC 460	Corporate Communication and Public Relations	
STC 482	International Public Relations	
STC 493	Special Topics in Public Relations	
STC 494	Special Topics in Strategic Communication	
STC 499	Projects and Directed Research	
COM 102	Introduction to Communications Literacy	
COM 302	Structured Research and Practice at SoC Consultancy	
<b>Marketing Requirement</b>		
MKT 301	Marketing Foundations	3
<b>General Education Requirements</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
Quantitative Skills:		
STC 103 (fulfilled through the major)		
Areas of Knowledge:		
Arts and Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
<b>Additional Requirements</b>		
Minor, Second Major or Elective		51
<b>Total Credit Hours</b>		<b>120</b>

- \* Students must complete at least one course in which the entirety of the class has an international or intercultural focus. This course can come from within the student's major, minor, or as a general elective course toward the 120 credits needed to graduate. Sample classes include, but are not limited to: STC 350, STC 482, COS 343, and MKT 360. Study abroad can also fulfill this requirement, as can a foreign language course that is not the student's native language.
- \* 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 Written Communication Skills 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

Freshman Year		Credit Hours
<b>Fall</b>		
STC 116	Principles of Public Relations	3
STC 130	Writing for Strategic Communication	3
WRS 105	First-Year Writing I	3
Arts and Humanities Cognate		3
STEM Cognate		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
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
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3

STEM Cognate		3
<b>Credit Hours</b>		<b>15</b>
<b>Sophomore Year</b>		
<b>Fall</b>		
STC 201	Public Relations Strategy Development	3
School of Communication Elective Chosen with approval of STC Faculty Advisor		3
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major Course		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
STC 232	Writing for Public Relations	3
COS 211 or 333	Public Speaking or Business Communication	3
Arts and Humanities Cognate		3
Minor or Second Major Course		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Junior Year</b>		
<b>Fall</b>		
STC 311	Public Relations Research	3
International or Intercultural Focus Course		3
Minor or Second Major Course		6
300 Level Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
PR Elective		3
MKT 301	Marketing Foundations	3
Minor or Second Major Course		3
300 Level Elective		3
Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Senior Year</b>		
<b>Fall</b>		
STC 436	Public Relations Campaigns	3
Minor or Second Major Course		6
PR Elective		3
300 Level Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
PR Elective		3
Minor or Second Major or Elective Courses		12
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>120</b>

## 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.