### Public Relations (B.A.)

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| **Major Requirements** | **Credits** |
| [[COMM 105]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=105) Fundamentals of Oral Communication | 3 |
| [[COMM 107]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=107) Introduction to Communication Seminar | 1 |
| [[COMM 205]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=205) Principles of Public Relations | 3 |
| *Three credits from the following media courses:* [[COMM 211]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=211) Media in Everyday Life (3) [[COMM 218]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=218) Mass Media and Society (3) [[COMM 282]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=282) Topics in Media Studies (3)  [[COMM 382]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=382) History and Theory of Digital Media (3) | 3 |
| *Three credits from the following interpersonal communication courses:*  [[COMM 241]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=241) Small Group Communication (3)  [[COMM 313]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=313) Relational Communication (3)  [[COMM 342]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=342) Intercultural Communication (3)  [[COMM 354]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=354) Interpersonal Conflict (3) | 3 |
| *Three credits from the following major writing courses:*  [[BUSA 305]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=BUSA&course=305) Writing for Business (3)  [[COMM 112]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=112) Newswriting (3)  [[COMM 247]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=247) Writing for Mass Media (3)  [[COMM 254]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=254) Screenwriting I (3)  [[COMM 305]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=305) Magazine Writing (3) | 3 |
| [[COMM 341]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=341) Communication Theory | 3 |
| [[COMM 351]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=351) Public Relations Writing | 3 |
| [[COMM 353]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=353) Crisis Communication and Media Relations\* | 3 |
| [[COMM 359]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=359) Rhetorical Theory | 3 |
| *One of the following options, must be taken for letter grade (1-3):*  [[COMM 391]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=391) Communication Practicum (1-3) [[INTE 391]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=INTE&course=391) Internship (1-3) [[INTE 394]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=INTE&course=394) Internship\*\* (4-12) | 1-3 |
| [[COMM 493]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=493) Communication Senior Seminar | 3 |
| [[MRKT 230]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=230) Marketing Principles | 3 |
| *Nine credits from the following (with a minimum of 6 credits from COMM courses):* [[COMM 203]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=203) Basic Video and Editing Techniques (3) [[COMM 207]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=207) Communication Design (3) [[COMM 301]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=301) Persuasion: Theory and Practice (3) [[COMM 310]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=310) Fundraising (3) [[COMM 315]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=315) Media Management (3) [[COMM 333]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=315%5b%20Media%20Management%20(3)%0d%09%5bCOMM%20333) Business & Organizational Communication (3) [[COMM 357]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=360) Event Planning (3) [[COMM 426]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=COMM&course=426) Public Relations Campaign (3) [[MRKT 337]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=337) Advertising (3) [[MRKT 362]](https://ssb.messiah.edu/BANR/mc_bwckctlg.P_EnterCatalog?subject=MRKT&course=362) Social Media Marketing (3)  | 9 |

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| **General Education requirements** | **Credits** |
| First Year Seminar | 3 |
| Oral Communication (COMM 105) | met/major |
| Created and Called for Community (W) | 3 |
| Mathematical Sciences  | 3 or 4 |
| Laboratory Science  | 3 or 4 |
| Science, Technology & the World  | 3 |
| *Two of the following (6 credits total):* Social Science European History United States History | 6 |
| Literature  | 3 |
| Philosophy and Religion | 3 |
| Arts  | 3 |
| First Semester of Language | 3 |
| Second Semester of Language | 3 |
| Third Semester of Language/Cross Cultural  | 3 |
| Non-Western Studies  | 3 or 4 |
| Bible | 3 |
| Christian Beliefs | 3 |
| Introduction to Wellness | 2 |
| Activity Course | 1 |
| ***One*** *of the following:* Ethics, World Views or Pluralism | 3 |
| General Education | 56-59 |
| Major requirements  | 44-47 |
| Free electives | 20-26 |
| **Total** | **123** |

\*Fulfills writing in the major requirement.

\*\*Students may take INTE 394 for 4-12 credits. Three of those credits would count towards the major, additional credits count as free electives.