

Public Relations Major at Belhaven

The Options

Students interested in the PR Major have three options:

Public Relations – Basic Track

Core (39 hours)

Students would need to complete all core courses, in addition to electives, general education courses and Worldview requirements. (124 hours required to graduate).

- COM 201 - Introduction to Mass Communications
- COM 210 - Newswriting and Reporting
- COM 250 - Public Speaking and Presentations
- COM 300 – Ethics in Mass Communication
- COM 309 - Introduction to Public Relations
- COM 310 - Persuasion
- COM 320 - Public Relations Writing and Production
- COM 340 – Understanding Audiences
- COM 350 – Organizational Communications
- COM 370 – Social Media Theory & Communications Strategies
- COM 418 - Public Relations Campaigns
- COM 440 – Mass Communication Law
- COM 450 - Public Relations Internship

Communication Electives (6 hours)

In addition to core courses above, students should select two of the following:

- COM 420 – Feature Writing
- BUS 320 Introduction to Marketing
- GDS 110 – Computer Graphics
- GDS 200 – Elements of Graphic Design – *Requires completion of GDS110*

Public Relations - Sports Communications Emphasis
Core (45 hours)

Students would need to complete all core courses, in addition to electives, general education courses and Worldview requirements. (124 hours required to graduate).

- COM 201 - Introduction to Mass Communications
- COM 210 - Newswriting and Reporting
- COM 250 - Public Speaking
- COM 300 – Ethics in Mass Communication
- COM 309 - Introduction to Public Relations
- COM 310 - Persuasion
- COM 320 - Public Relations Writing and Production
- COM 340 – Understanding Audiences
- COM 370 – Social Media Theory & Communications Strategies
- SAM 270 – Sports Economics
- SAM 302 – Sports Marketing
- SAM 306 – Sports Administration
- SAM 435 – Site Observation
- COM 440 – Mass Communication Law
- COM 450 - Public Relations Internship

Public Relations - Marketing Communications Emphasis
Core (45 hours)

Students would need to complete all core courses, in addition to electives, general education courses and Worldview requirements. (124 hours required to graduate).

- COM 201 - Introduction to Mass Communications
- COM 210 - Newswriting and Reporting
- COM 250 - Public Speaking and Presentations
- COM 300 – Ethics in Mass Communication
- COM 309 - Introduction to Public Relations
- COM 310 - Persuasion
- COM 320 - Public Relations Writing and Production
- COM 340 – Understanding Audiences
- COM 370 – Social Media Theory & Communications Strategies
- COM 440 – Mass Communication Law
- COM 450 - Public Relations Internship
- BUS 307 – Introduction to Electronic Commerce
- BUS 320 – Introduction to Marketing (Junior Level Standing Required)
- BUS 403 – Advertising (*Prerequisite: BUS 320*)
- BUS 407 – Consumer Behavior (*Prerequisite: BUS 320*)