

**Bachelor of Public Relations  
23 Units**

<input checked="" type="checkbox"/> <b>Required courses (13.5)</b>	Unit Value	Registered	Plan Ahead: Year/term	Transfer Credit
<input type="checkbox"/> PBRL 1010 Foundations of Public Relations	0.5			
<input type="checkbox"/> PBRL 2012 Public Relations Writing: Theory & Practice	0.5			
<input type="checkbox"/> PBRL 2013 Communication: Theory & Practice	0.5			
<input type="checkbox"/> PBRL 2014 Organizational Context of Public Relations	0.5			
<input type="checkbox"/> PBRL 2015 Audiovisual Communications	0.5			
<input type="checkbox"/> PBRL 3012 Persuasive Public Relations Writing	0.5			
<input type="checkbox"/> PBRL 3013 Mass Media and Public Opinion	0.5			
<input type="checkbox"/> PBRL 3014 Managing Organizational Public Relations	0.5			
<input type="checkbox"/> PBRL 3016 Research Methods in Public Relations	0.5			
<input type="checkbox"/> COMM 3017 Ethics in Public Communication	0.5			
<input type="checkbox"/> PBRL 3022 Text-Based Media: Theory & Practice	0.5			
<input type="checkbox"/> PBRL 4014 Advanced Public Relations Management	0.5			
<input type="checkbox"/> PBRL 4015 Media Relations	0.5			
<input type="checkbox"/> PBRL 4019 Crisis Communication Management	0.5			
<input type="checkbox"/> PBRL 4101 Employee Relations	0.5			
<input type="checkbox"/> PBRL 4107 Advanced Public Relations Writing	0.5			
<input type="checkbox"/> PBRL 2211/COMM 2211 Introduction to Public Speaking	0.5			
<input type="checkbox"/> SOAN 1102 Introduction to Anthropology	0.5			
<input type="checkbox"/> SOAN 1103 Introduction to Sociology	0.5			
<input type="checkbox"/> PSYC 1110 Introduction to Psychology as a Natural Science	0.5			
<input type="checkbox"/> PSYC 1120 Introduction to Psychology as a Social Science	0.5			
<input type="checkbox"/> BUSI 1112 Introduction to Business Administration	0.5			
<input type="checkbox"/> BUSI 2230 Principles of Marketing	0.5			
<input type="checkbox"/> ECON 1101 Introduction to Microeconomics	0.5			
<input type="checkbox"/> ECON 1102 Introduction to Macroeconomics	0.5			
<input type="checkbox"/> MATH 2208 Introduction to Statistics I	0.5			
<input type="checkbox"/> WRIT 1120 Writing Theory and Practice	0.5			
<b>Total Units</b>				
<b>Co-op Terms (3 units)</b>				
<input type="checkbox"/> PBRL 1188 Co-op term I	1.0			
<input type="checkbox"/> PBRL 2288 Co-op term II	1.0			
<input type="checkbox"/> PBRL 3388 Co-op term III	1.0			
<b>Total Units</b>				
<b>Electives (6.5)</b>				
<input type="checkbox"/> ENGL (any level):	0.5			
<input type="checkbox"/> ENGL 2000 or above:	0.5			
<input type="checkbox"/> ENGL 2000 or above:	0.5			
<input type="checkbox"/> Modern language elective:	0.5			
<input type="checkbox"/> Modern language elective:	0.5			
<input type="checkbox"/> Women's studies elective:	0.5			
<input type="checkbox"/> Professional elective 2000 level or above:	0.5			
<input type="checkbox"/> Professional elective 2000 level or above:	0.5			
<input type="checkbox"/> Professional elective 2000 level or above:	0.5			
<input type="checkbox"/> Free elective:	0.5			
<input type="checkbox"/> Free elective:	0.5			
<input type="checkbox"/> Free elective:	0.5			
<input type="checkbox"/> Free elective:	0.5			
<b>Total Units</b>				

**Overall total units =**

- Min 2.0 GPA (required in 8 units of required coursework including all PBRL courses): GPA= \_\_\_\_\_
- Must meet requirements for co-op education (see calendar)
  
- I acknowledge that I am ultimately responsible for knowing and meeting degree requirements.

**Student Number:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Student Signature** \_\_\_\_\_

**Advisor Signature** \_\_\_\_\_

Please see page two for additional information

The following timetables are strongly suggested for PR students:

Students entering from high school			Transfer students				
FALL	WINTER	SUMMER	FALL	WINTER	SUMMER		
PBRL 1010	WRIT 1120		PBRL 1010	PBRL 2014	Co-op term I (PBRL 1188)		
PBRL 2013	PBRL/COMM 2211		PBRL 2012	PBRL 3012			
SOAN 1102	SOAN 1103		PBRL 2013	PBRL 3022			
PSYC 1110	PSYC 1120		PBRL 2015				
BUSI 1112	Elective						
FALL	WINTER	SUMMER	FALL	WINTER	SUMMER		
PBRL 2012	PBRL 2014		PBRL 3013	Co-op term II (PBRL 2288)	PBRL 4015		
PBRL 2015	PBRL 3012	Co-op term I (PBRL 1188)	PBRL 3014			PBRL 4101	
ENGL @ 1000 level	PBRL 3022				COMM 3017		
ECON 1101	ECON 1102						
Modern Language	Modern Language						
FALL	WINTER	SUMMER	FALL	WINTER	SUMMER		
PBRL 3013	Co-op term II (PBRL 2288)	PBRL 4015	Co-op term III (PBRL 3388)	PBRL 3016			
PBRL 3014		PBRL 4101		PBRL 4014			
COMM 3017		BUSI 2230		PBRL 4019			
Women's Studies/ Emphasis:		MATH 2208		PBRL 4107			
ENGL @ 2000 level		Prof Elective @ 2000 level					
FALL	WINTER	SUMMER	Notes: WRIT 1120 may be replaced by English at any level if transferred from another university				
Co-op term III (PBRL 3388)	PBRL 3016	ENGL @ 2000 level					
	PBRL 4014	Prof Elective @ 2000 level					
	PBRL 4019	Elective					
	PBRL 4107	Elective					
	Prof Elective @ 2000 level	Elective					

<p><b>Minor in Communication Technology</b> A minor in communication technology requires successful completion of the following 3.0 units:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> COMM, 1015 Intro to Communication Technology</li> <li><input type="checkbox"/> PBRL 2013, Communication: Theory &amp; Practice</li> <li><input type="checkbox"/> COMM 3017, Public Relations Ethics</li> <li><input type="checkbox"/> Elective (_____)</li> <li><input type="checkbox"/> Elective (_____)</li> <li><input type="checkbox"/> Elective (_____)</li> </ul> <p><b>BPR students choose 1.5 units of electives from the list below:</b></p> <ul style="list-style-type: none"> <li>• INTE/CMPS 2263, Web Design &amp; Development</li> <li>• *PBRL 2015, Audio Visual Communication <u>or</u> PBRL 3022, Text-based Media</li> <li>• COMM 3025, New Media in Public Comm.</li> </ul> <p>*BPR students may count only one of either PBRL 2015 or PBRL 3022 toward their CT minor.</p> <p><b>Students from all other degree programs choose 1.5 units of electives from the list below:</b></p> <ul style="list-style-type: none"> <li>• INTE/CMPS 2263, Web Design &amp; Development</li> <li>• *PBRL 2015, Audio Visual Communication</li> <li>• *PBRL 3022, Text-based Media</li> <li>• COMM 3025, New Media in Public Comm.</li> </ul> <p>*Students from all other degree programs may take and count both PBRL 2015 <u>and</u> PBRL 3022 towards the CT minor.</p>	<p><b>English 1.5 units</b> <i>Students are required to complete 1.5 units of English with at least 1.0 unit at the 2000 level or higher. The following conditions apply:</i></p> <ul style="list-style-type: none"> <li>• students holding a completed undergraduate degree on admission to the BPR will receive transfer credit for Writ 1120;</li> <li>• students <b>MAY</b> take Engl 2221, Creative Writing;</li> <li>• students <b>MAY</b> take Writ 2222, Introduction to Editing <i>in lieu of a professional elective (any student with 5.0 units may take this course);</i></li> <li>• students may <b>NOT</b> take Engl/Writ 2220, Writing to Influence;</li> <li>• students may <b>NOT</b> take Writ 3332, Advanced Studies in Writing</li> </ul> <p><b>Minor in Marketing</b> <i>A minor in Marketing requires successful completion of the following 3.0 units:</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Busi 2230, Principles of Marketing</li> <li><input type="checkbox"/> Busi 2231, Applied Marketing</li> <li><input type="checkbox"/> Busi 3331, Consumer Behaviour</li> <li><input type="checkbox"/> Marketing elective (_____)</li> <li><input type="checkbox"/> Marketing elective (_____)</li> <li><input type="checkbox"/> Marketing elective (_____)</li> </ul> <p>Marketing Electives: BUSI 3332, 3333, 3334, 3336, 3337, 3338, 4432, 4433, 4434</p> <p><b>NOTE: Any student who anticipates taking a minor in marketing should consult with a faculty advisor early in her/his first year. Marketing courses are sequenced and are not always available in every term.</b></p>	<p><b>Public Relations Professional Electives</b> Pbrl 4100, Special Topics in Public Relations Pbrl 4102, Public Relations in Not-for-Profit Sector Pbrl 4103, Financial Public Relations Pbrl 4104, Public Relations in Health-related Org. Pbrl 4105, Public Relations and Gender Pbrl 4106, Public Relations and Fundraising Pbrl 4403/4404, Directed Study Pbrl 4405/4406, Senior Seminar</p> <p><b>Professional courses may be selected from the following departments:</b> Applied Human Nutrition Business Administration Child &amp; Youth Study Education Family Studies &amp; Gerontology Information Technology Tourism &amp; Hospitality Management</p> <p>•Busi/Thmt 2202, Communications Management may <b>NOT</b> be used to meet the requirement of a professional elective @ 2000 level.</p>
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