

Bachelor of Public Relations (old program)

Required PR Courses

- Pbrl 1010, Foundations of PR
- Pbrl 1188, Co-op Term I
- Pbrl 2012, PR Writing: Theory & Practice
- Pbrl 2013, Communication: Theory & Practice
- Pbrl 2014, Organizational Context of PR
- Pbrl 2015, Audio Visual Communication
- Pbrl/Comm 2211, Intro to Public Speaking
- Pbrl 2288, Co-op Term II
- Pbrl 3012, Persuasive PR Writing
- Pbrl 3013, Mass Media & Public Opinion
- Pbrl 3014, Managing Organizational PR
- Pbrl 3016, Research Methods
- Comm 3017, Ethics in Public Communication
- Pbrl 3022, Text-based Media (*will be revised*)
- Pbrl 3388, Co-op Term III
- Pbrl 4014, Advanced PR Management
- Pbrl 4015, Media Relations
- Pbrl 4019, Crisis Communication Management
- Pbrl 4101, Employee Relations
- Pbrl 4107, Advanced PR Writing

Other required courses

- Busi 1112, Intro to Business Administration
- Busi 2230, Principles of Marketing
- Econ 1101, Intro to Microeconomics
- Econ 1102, Intro to Macroeconomics
- Writ 1120, Writing: Theory & Practice
- English @ 1000 level (half-unit)
- English @ 2000 level (half-unit)
- English @ 2000 level (half-unit)
- Math 2208, Intro to Statistics I
- Psyc 1110, Intro to Psychology: Natural
- Psyc 1120, Intro to Psychology: Social
- Women’s Studies/Emphasis (half-unit)
- Soan 1102, Intro to Anthropology
- Soan 1103, Intro to Sociology
- Modern Language _____
- Modern Language _____
- Professional elective @ 2000 level (half-unit)
- Professional elective @ 2000 level (half-unit)
- Professional elective @ 2000 level (half-unit)
- Elective (half-unit) _____
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- Elective (half-unit) _____
- Elective (half-unit) _____

Bachelor of Public Relations (new program)

Required PR Courses

- Pbrl 1010, Foundations of PR
- Pbrl 1188, Co-op Term I
- Pbrl 2012, PR Writing: Theory & Practice
- Pbrl 2013, Communication: Theory & Practice
- Pbrl 2014, Organizational Context of PR
- Pbrl 2015, Audio Visual Communication
- Pbrl/Comm 2211, Intro to Public Speaking
- Pbrl 2288, Co-op Term II
- Pbrl 3012, Persuasive PR Writing
- Pbrl 3013, Mass Media & Public Opinion
- Pbrl 3014, Managing Organizational PR
- Pbrl 3016, Research Methods
- Comm 3017, Ethics in Public Communication
- Pbrl 3020, Strategic Writing for the PR Practitioner
- Pbrl 3022, Text-based Media (*will be revised*)
- Pbrl 3388, Co-op Term III
- Pbrl 4014, Advanced PR Management
- Pbrl 4015, Media Relations
- Pbrl 4019, Crisis Communication Management
- Pbrl 4101, Employee Relations
- Pbrl 4107, Advanced PR Writing

Other required courses

- Busi 1112, Intro Business Administration
- Busi 2230, Principles of Marketing
- Math 2208, Intro to Statistics I
- Women’s Studies/Emphasis (half-unit)
- English @ 1000 level or above (half-unit)

****8.5 units of elective including:***

4.0 units chosen from Arts & Science area

- Arts & Science elective _____
- Arts & Science elective _____
- Arts & Science elective _____
- Arts & Science elective _____
- Arts & Science elective _____
- Arts & Science elective _____
- Arts & Science elective _____
- Arts & Science elective _____

4.5 units of elective

- Elective _____
- Elective _____
- Elective _____
- Elective _____
- Elective _____
- Elective _____
- Elective _____
- Elective _____
- Elective _____

****3.0 units of electives must be taken at the 3000-level or above***