

PUBLIC RELATIONS, BS

Contact

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Faculty

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Public Relations is the management of communication between an organization and its publics. The public relations program provides students with instruction in the principles, processes, skills, and management of public relations programs designed to attain or maintain inter-organizational or social accord. Students learn the basic skills of writing, graphic design, and oral presentation, as well as the managerial functions of planning, research, campaign development, and evaluation. The program prepares students with a solid ethical foundation, an understanding of diversity and multiculturalism, and an understanding of the use of social media for strategic engagement with an organization's publics. Emphasis on digital communication, social media analytics, and multimedia storytelling is woven throughout the curriculum. This is a 42-credit major. Students majoring in Public Relations must take the following requirements, and they are encouraged to take internships and other specialized courses as electives.

Student Learning Outcomes

In addition to the comprehensive Newhouse School learning outcomes listed in the School's Educational Mission (<https://coursecatalog.syracuse.edu/undergraduate/public-communications/>) students in the Public Relations major are expected to achieve the following additional learning outcome:

1. Apply an understanding of management principles related to public relations.

Major Requirements

Code	Title	Credits
Required Courses		
COM 107	Communications and Society	3
COM 117	Multimedia Storytelling	3
Select one of the following:		3
COM 346	Race, Gender, and the Media	
COM 348	Beauty and Diversity in Fashion Media	
COM 350	Topics in Media, Diversity and Inclusion	
COM 507	Communications Law for Advertising and Public Relations	3
PRL 206	Public Relations Principles & Practice	3
PRL 214	Writing for Public Relations: Media and Messaging	3
PRL 315	Public Relations Research	3
PRL 319	Social Media & Society for Public Relations	1.5
PRL 320	Digital & Social Media Innovation for Public Relations	1.5
PRL 345	The Ethics of Advocacy	3
PRL 376	Content Optimization for Public Relations Writing	3

PRL 424	Public Relations Management and Leadership	3
VIS 207	Introduction to Graphic Design	3

Newhouse Electives

Public Relations majors required to take three credits of coursework. This can be any combination of Newhouse coursework that equals three credits. 3

Capstone Requirement

This course includes a requirement to complete an ePortfolio to help with career development and assessment:

PRL 425	Public Relations Cases & Campaigns	3
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Total Credits 42

Grammar Competency Requirement

Students must complete a grammar competency as part of their degree requirements. There will be two ways students can satisfy this competency:

- First, by passing a grammar competency exam during their first semester on campus. The exam will be given twice - once before the end of the first week of classes and a second time prior to registration the next semester. A passing grade on the exam will fulfill the competency requirement.
- Secondly, by passing COM 101 Practical Grammar for Public Communications, a 0-credit grammar course which will be mandatory for students who fail the grammar competency exam. This course can be repeated until a passing grade is earned and the competency is met.

Students must meet the grammar competency to receive a degree.

Global Experience Requirement

The Global Experience requirement may be fulfilled by studying abroad or taking an approved class. A list of courses that fulfill this requirement can be found in the Newhouse Guide Book. If a student chooses to take a Newhouse class to fulfill this requirement, the additional Newhouse hours will be added to the 122 credits needed for graduation if the student has reached the Newhouse credit maximum.

Total: 42 Newhouse credits required.

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)