

Public Relations

Study in the field of communication involves learning how humans employ widely varied media to produce understanding between people (or not). Learning in the field focuses on balancing general, theoretical studies of communication functions with the critical capacity to evaluate real world practice, and adding to this the enhanced ability to perform varied communication skills.

The core of the major emphasizes courses that introduce students to key concepts for communicating in the 21st century. The core courses provide vital foundations for work in the three areas of study (Communication, Journalism, and Public Relations), while the major-specific courses enable students to engage in integration, critical reflection, and application of all they have learned.

As the modes of communication are diverse, so too are careers in the field, and the three majors allow students to choose more specialized arenas of study to better prepare them for their chosen careers.

Public Relations: This major demonstrates how communication is involved in helping organizations communicate with their publics. Students develop competence through understanding key concepts and strategic planning in public relations, and through mastering skills used in traditional public relations tactics. Real world projects and internships promote the linkage between classroom theory and everyday public relations practice.

Upon graduating, Public Relations majors should be able, for example, to: execute key PR communication skills, such as writing of press releases; identify and engage in the traditional steps of strategic planning for PR; and understand the history and ethical trajectory of the Public Relations field. Students who graduate with a Public Relations major may be employed in a variety of public relations positions, which include: media relations, employee relations, community relations, event planning, fund raising, and corporate communications, as well as others.

See a full list of course descriptions on the Courses of Instruction (<http://catalog.mtmercy.edu/archives/2016-17/coursesofinstruction>) page.

See the Graduate section (<http://catalog.mtmercy.edu/archives/2016-17/graduateprograms>) of this *Catalog* for more information on Graduate programs offered at Mount Mercy.

Public Relations Major

AR 120	Visual Technology	3
CO 111	Introduction to Communication Studies	3
CO 120	Introduction to Journalism	3
CO 130	Basic Media Grammar for Professional Writing	1
CO 140	Introduction to Mass Media in the United States	3
CO 180	Introduction to Public Relations	3
CO 242	Media Theory	3
CO 280	Writing For Public Relations	3
CO 282	Research In Public Relations	3
CO 290	News Processing for Journalism and Public Relations	4
CO 345	Strategies and Tactics in Public Relations	3
CO 350	Contemporary Perspectives on Public Relations	3
CO 360	Law, History and Ethics of Mass Media	4
CO 380	Internship in Communication	3
CO 480	Seminar in Communication	3
Total Hours		45

NOTE: Students majoring in the Communication Program can pursue an additional major or minor in the Communication Program ONLY if they also earn, at minimum, some other non-communication department minor.

Public Relations Minor

CO 111	Introduction to Communication Studies	3
CO 180	Introduction to Public Relations	3
CO 242	Media Theory	3
CO 280	Writing For Public Relations	3
CO 350	Contemporary Perspectives on Public Relations	3
CO 360	Law, History and Ethics of Mass Media	4
Total Hours		19