

# MICHIGAN STATE UNIVERSITY

January 3, 2008

## MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education  
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Change the Admission Requirements for the Specialization in  
Public Relations

For Transmittal to the University Committee on Academic Policy (UCAP)

The request referenced above is being sent to you for action by the University Committee on Academic Policy (UCAP).

### UCAP Response Requested:

Please ask the UCAP to consider the request referenced above at its meeting on January 24, 2008. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the members of the UCAP.

The academic program and course requests referenced above will be included on the agenda for the January 10, 2008 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on January 10 will be before the Full Committee, UCC, for action on January 31, 2008. Requests that are approved by the Full Committee on January 31 will be included in the February 26, 2008, Report of the UCC to the Academic Council.

If you have any questions about this memorandum or the attached materials, please call me at 5-8420.

Thank you for your help.

### Attachments:

1. Request for Changes in an Academic Program form for a Specialization in Public Relations and attachments.



UNIVERSITY  
CURRICULUM  
and CATALOG

Michigan State University  
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East Lansing, Michigan  
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## View a Program

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Joy Speas, RO

Wednesday, 10/3/2007

**Program Name: Public Relations Specialization Degree Name: SPCU Sequence Number: 2****Effective Dates: Fall 2008 - Open Status: Interim Initial Action: Change****Requested Date:** 9/17/2007 8:02:38 AM**1. Department/School/College:**

10022 .... Department of Advertising, Public Relations and Retailing

**2. Name of Program:**

Public Relations Specialization

**3. Name of Degree:**

SPCU

**4. Type of Program:**

Major

Major

**5. Effective Start Semester:**

Fall 2008

**6. Target student audience for the program:**

ADV, RET, COM, JRN, JM, Environmental Studies in Agriscience

**7. Enrollment:**

What is the expected enrollment per year:

100

What is the minimum enrollment acceptable:

50

**8. Source of budget for the program:**

Internal

**9. Projected Costs as compared to other programs in unit:**

Same

**10. Staff requirement:**

How many additional staff will be required:

0

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

**11. Will additional equipment be required:****Approximate cost:**

0

Source of funding:

**12. Will additional library materials be required:**

Approximate cost:

0

Source of funding:

**13. Will additional space be required:**

**Type:**

Approximate amount:

**14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:**

No

**15. Detailed Description:**

**Program Change - Specialization in Public Relations  
Item #15 - Detailed Description**

- a. **Program Background.** Public Relations plays a vital role in every organization. In fact, it is often a major contributor to a firm or institution's brand identity. The need for professionals trained in a wide variety of disciplines is growing. The PR Specialization allows students from these specialty areas to develop a specific skill set that will give them a competitive advantage as they compete for Public Relations jobs in the various industries.
- b. **Rationale for Change.** The existing PR Specialization required changes for the following reasons: 1) To create a cohort of specialists and a program that more closely conforms to model PR programs across the country; and 2) to increase the quality of senior level work by requiring students to have completed a disciplinary writing requirement and the Principles of Public Relations course as eligibility requirements for application for the specialization.
- c. **Rationale for Primary Admin. Unit.** Previously administered by the College of Communication Arts & Sciences, the revised Public Relations Specialization will be administered by the Department of Advertising, Public Relations, and Retailing because that department is chiefly responsible for the outcomes. The majority of the courses that have specific PR content are taught by APRR faculty members who have either an advanced degree in PR and/or extensive work experience related to PR. The Department of Advertising, Public Relations, and Retailing currently administers the MA in Public Relations on campus as well as its Metro Detroit off-campus program at Walsh College. It has been asked to develop and administer an MA in Public Relations by the administration in the university's Dubai program.
- d. **Educational objectives** of program are 1) to provide the students with the requisite skills and understandings sufficient for entry level Public Relations positions and 2) to provide the students with a leadership orientation sufficient to provide the opportunity for rapid professional advancement. Public Relations is a significant function of companies with which students majoring in Advertising, Communications, Retailing and other areas across the university are likely to seek employment.
- e. **Faculty who were instrumental** in changing program and who will be responsible for implementing the program include the current faculty teaching Public Relations courses. The specialization leverages resources from the Department of Advertising, Public Relations, and Retailing/Communication Arts and Sciences with executives in PR firms in Michigan and surrounding states.
- f. **Expected enrollment** is 100 students per year (200 total) with increased enrollment considered as space allows.
- g. **Evaluation Plan.** The program will be evaluated through annual assessment by professional organizations such as PRSA chapters, by an advising panel of alumni professionals, and by external reviewers such as the International Advertising Association or PR Accreditation team. Students will be assessed during and at the conclusion of each course through examinations, papers, and other appropriate assessment tools. The capstone course will serve to assess aggregate knowledge and skills.
- h. **Catalog copy...** see below
- i. **Program offered** on campus but individual courses may be offered off-campus (in addition) to enable students to make reasonable progress towards completing the Specialization.
- j. **No certificate program** associated with the Specialization
- k. **Other Information.** None

**Catalog Copy:*****SPECIALIZATION IN PUBLIC RELATIONS*****Delete the following:**

~~The Specialization in Public Relations, which is administered by the College of Communications Arts and Sciences, is available as an option to students in the Departments of Advertising, Public Relations, and Retailing, Communication, and Journalism. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.~~

~~The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, and campaigns/cases. In combination with the student's major, the program will provide training for students seeking entry-level positions in the industry.~~

~~Students seeking admission to the specialization should contact the Dean's Office in the College of Communication Arts and Sciences. To be considered for admission, a student must have been formally admitted as a junior to a degree program in one of the participating departments and must have a 3.0 cumulative GPA as of the semester prior to the application. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will be conducted through a random selection process.~~

**Insert the following:**

The Specialization in Public Relations, which is administered by the Department of Advertising, Public Relations, and Retailing, is available to students in the majors of Advertising, Retailing, Communication, Journalism, James Madison, and Environmental Studies and Agriscience (Communication option); limited enrollment may be made available to other majors. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the Specialization may also be used to satisfy the requirements for the bachelor's degree. The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, campaigns/cases, public relations strategies, portfolio development, and public relations ethics.

Students are eligible to apply for the specialization if they: (1) have an overall GPA of 3.0, (2) have successfully completed ADV 260, (3) have successfully completed ADV 225, CAS 299, JRN 200, or JRN 205 and (4) are of sophomore standing or higher.

To apply, students must submit an application stating their interest in the Specialization. Applications are due by the tenth week of the semester. If the number of applications meeting the basic qualifications exceeds the number of spaces available, selection will include evaluation of interest statement and academic performance in prerequisite classes. Students will be notified of the decision after the completion of the semester.

**Delete the following:**

**Requirements for the Specialization in Public Relations**

~~The students must complete the requirements specified below (17 to 19 credits):~~

~~1. All of the following courses: . . . . . 11~~

~~ADV 227 Principles of Public Relations . . . . . 4~~

~~GAS 492 Special Topics . . . . . 3~~

~~GOM 200 Methods of Communication Inquiry . . . . . 4~~

~~Students should enroll in GAS 492 Special Topics section *Public Relations Techniques*:~~

~~2. One of the following courses: . . . . . 3 or 4~~

~~JRN 200 Newswriting and Reporting I . . . . . 4~~

~~JRN 205 Writing for Media . . . . . 3~~

~~3. One of the following courses: . . . . . 3 or 4~~

~~AEE 401 Agriculture and Natural Resources~~

~~Communications Campaigns . . . . . 3~~

~~GAS 492 Special Topics . . . . . 4~~

~~GOM 475 Communication Campaign Design and Analysis (W) . . . 4~~

~~Students should enroll in GAS 492 Special Topics section *Public Relations Campaign*:~~

**Insert the following:**

**Requirements for the Specialization in Public Relations**

After meeting the pre-requisites described above, the students must complete the requirements specified below (15 to 16 credits):

1. All of the following courses: . . . . . 9-10

COM 200 Methods of Communication Inquiry\* . . . . . 4

ADV 325 Public Relations Techniques and Ethics . . . . . 3

ADV 425 Public Relations Strategy . . . . . 3

\*(Note: due to AEJMC accreditation issues, Journalism students will take STT 200, Statistical Methods (3 Credits), as an alternative to COM 200)

2. One of the following courses: . . . . . 4

ADV 486 Integrated Campaigns . . . . . 4

COM 475 Communication Campaign Design and Analysis (W) . . . 4

3. Complete at least 2 and not more than 6 credits from the following list: . . . 2-6

ADV 402 Topics in Public Relations . . . . . 1

COM 402 Topics in Public Relations . . . . . 1

JRN 402 Topics in Public Relations . . . . . 1

RET 402 Topics in Public Relations . . . . . 1

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Department of Advertising, Public Relations, and Retailing in the College of Communication Arts and Sciences and request certification for the Specialization. After the certification is approved by the Colleges involved,

the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

**DEPARTMENT LEVEL APPROVAL STATUS**

Approved by: Department of Advertising, Public Relations and Retailing  
10/2/2007 10:11:39 AM by Linda Good for Richard T. Cole, Chairperson

**COLLEGE LEVEL APPROVAL STATUS**

Approved by: College of Communication Arts and Sciences  
10/2/2007 3:07:16 PM by Ann Hoffman for Janet Lillie, Assistant Dean

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## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the administrative responsibility for the **Specialization in Public Relations** from the College of Communication Arts and Sciences to the Department of Advertising, Public Relations and Retailing.

Effective Fall 2008.

2. Request to change the requirements for the **Specialization in Public Relations** in the Department of Advertising, Public Relations and Retailing as published on page 238 of the 2007-2009 *Academic Programs* catalog. The University Committee on Academic Policy (UCAP) will consider this request at its January 24, 2008 meeting.

- a. Under the heading **Requirements for the Specialization in Public Relations** replace the entire entry with the following:

### **Requirements for the Specialization in Public Relations**

Students must complete the following (15 to 20 credits):

1. All of the following courses: 9 or 10

ADV	325	Public Relations Techniques and Ethics	3
ADV	425	Public Relations Strategy	3
COM	200	Methods of Communication Inquiry	4

Student majoring in Journalism should take Statistics and Probability 200 (3 credits) in place of Communication 200.
2. One of the following courses: 4

ADV	486	Integrated Campaigns	4
COM	475	Communication Campaign Design and Analysis (W)	4
3. Complete 2 to 6 credits from the following: 2 to 6

ADV	402	Public Relations Topics in Advertising	1
COM	402	Public Relations Topics in Communication	1
JRN	402	Public Relations Topics in Journalism	1
RET	402	Public Relations Topics in Retailing	1

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Department of Advertising, Public Relations and Retailing in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

Effective Fall 2008.

# DEPARTMENT of ADVERTISING, PUBLIC RELATIONS, and RETAILING

## *Richard T. Cole, Chairperson*

The Department of Advertising, Public Relations, and Retailing links the fields of communication and commerce. The focus on global and research-based practices in these industries is unique to MSU. It is the mission of the department to provide leadership to the respective industries through world-class programs that emphasize the importance of research, outreach and teaching excellence. Graduates of these department programs will be prepared to plan, implement and evaluate promotional and retailing strategies. Students will be well-versed in theories from the social sciences, particularly in economics/business, so that they are able to innovatively analyze, diagnose and solve managerial and creative problems. In addition, the undergraduate programs in the department provide the foundation for the Master of Arts degree programs in advertising and in public relations, for the Master of Science and Doctor of Philosophy degree programs in retailing, and for the Doctor of Philosophy degree program in a variety of interdisciplinary doctoral programs in the College of Communication Arts and Sciences.

## **UNDERGRADUATE PROGRAMS**

Two undergraduate majors are offered in this department: advertising and retailing. In addition, with appropriate credentials, students may pursue a Specialization in Public Relations.

### **ADVERTISING**

The undergraduate program in advertising is designed to assist students in acquiring the knowledge and skills which will help them to qualify for careers in advertising and public relations. Such careers are possible with manufacturers, advertising and public relations agencies, the mass media, government, various nonprofit organizations and many other sectors of the economy. Since a graduate degree often is important to long-term success in such careers, the undergraduate program is designed also to prepare qualified students for graduate studies in advertising, public relations and related fields.

The program stresses flexibility and broad perspectives. The intellectual disciplines underlying advertising cut across the arts and sciences. Central to the field is the study of communication and other behavioral sciences, marketing and other business subjects, the creation and production of advertising messages, the selection and use of the media and the allocation of resources to advertising and public relations programs. Course work is designed to provide knowledge of principles basic to all advertising and public relations activities, allow for advanced study in areas such as creative, managerial, media, and research specializations, and to assure the richest possible background to prepare the student for meeting individual and social responsibilities.

The majority of each student's course work provides a broad general education for advertising and public relations in areas such as English and the humanities, natural sciences, econom-



ics, behavioral sciences, and marketing and business administration. About one-fourth to one-third of each degree program consists of courses in advertising, including advertising management, consumer research, copy writing, media planning, and social responsibility.

**The State News**, other local media, retailers, and advertisers in the Lansing area offer opportunities to obtain experience in planning and preparing advertising. Summer work in advertising and related fields often is available with media, manufacturers and advertising and public relations agencies in Detroit, Chicago, New York, Los Angeles and other cities. Opportunity for study and work in other countries is available through study abroad and the International Advertising Association. The Michigan State University Advertising Association has special activities for students, as do the Public Relations Student Society of America (PRSSA). Student teams regularly enter the American Advertising Federation national advertising campaign competition, as well as the PRSSA Bateman competition.

**Admission as a Junior**

Enrollments in the Advertising program are limited. In addition to the University and College requirements, minimal criteria for application as a major in advertising are:

1. Completion of Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.
2. Completion of Advertising 275 with a minimum grade of 2.0.

Admission is based on the cumulative grade-point average of all courses taken; the grade in Advertising 275; and the combined grade-point average in Advertising 205, Economics 201 and Psychology 101. In addition, factors such as work experience, diversity, and residency may be considered.

To be considered for admission, upper-division students transferring from another institution must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Advertising 275, then the individual course grade must be 2.0 or better.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

**Admission to a Second Bachelor's Degree Program or an Additional Major**

The ability of the Advertising program to accommodate students seeking admission to a second bachelor's degree program or an additional major is limited. At a minimum, these students must meet the same requirements as for admission to the advertising major as a junior.

**Requirements for the Bachelor of Arts Degree in Advertising**

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Advertising.  
 The University's Tier II writing requirement for the Advertising major is met by completing Advertising 486. That course is referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major. Not more than 41 Advertising credits may be earned in the major.

	CREDITS
a. All of the following Advertising core courses: .....	20
ADV 205 Principles of Advertising .....	4
ADV 275 Integrated Strategy .....	4
ADV 375 Consumer Behavior .....	4
ADV 475 Advertising and Society .....	4
ADV 486 Advertising Campaigns .....	4

- The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.
- b. Complete a minimum of 9 additional credits from any combination of the following courses: . . . . . 9
- ADV 320 Creative Processes in Advertising . . . . . 3
  - ADV 322 Copy Writing and Art Direction . . . . . 3
  - ADV 324 Advertising Layout and Design . . . . . 3
  - ADV 330 Advertising Management . . . . . 3
  - ADV 332 Direct Response Advertising . . . . . 3
  - ADV 332A Direct Response Advertising with Writing . . . . . 3
  - ADV 334 International Advertising . . . . . 3
  - ADV 336 Promotions and Sponsorships . . . . . 3
  - ADV 336A Promotions and Sponsorships with Writing . . . . . 3
  - ADV 340 Advertising and Public Relations Research Methods . . . . . 3
  - ADV 342 Accounting Planning . . . . . 3
  - ADV 350 Advertising Media Planning and Strategy . . . . . 3
  - ADV 352 Media Sales . . . . . 3
  - ADV 354 Interactive Advertising Design . . . . . 3
  - ADV 426 Advanced Creative: Print . . . . . 3
  - ADV 428 Advanced Creative: Broadcast . . . . . 3
  - ADV 456 Interactive Advertising Management . . . . . 3
- Admission into advanced creative electives (Advertising 322, 324, 426, and 428) is competitive, based on the submission of a portfolio of student work. Students should consult with the department for guidelines for submitting their portfolios.
- c. Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of not more than 41 credits of Advertising courses in the major, selected from the following: . . . 0 to 12
- ADV 260 Principles of Public Relations . . . . . 4
  - ADV 385 National Competitions . . . . . 2
  - ADV 490 Independent Study . . . . . 3
  - ADV 492 Special Topics in Advertising . . . . . 3
  - ADV 493 Advertising and Public Relations Internship . . . . . 3
- Students may re-enroll in Advertising 386 for a maximum of 6 credits.
- d. The following required courses in other departments: . . . . . 28 or 29
- ACC 230 Survey of Accounting Concepts . . . . . 3
  - CSE 101 Computing Concepts and Competencies . . . . . 3
  - or
  - CSE 131 Introduction to Technical Computing . . . . . 3
  - EC 201 Introduction to Microeconomics . . . . . 3
  - EC 202 Introduction to Macroeconomics . . . . . 3
  - JRN 200 News Writing and Reporting I . . . . . 3
  - or
  - JRN 205 Writing for Media . . . . . 3
  - or
  - CAS 299 Media Writing . . . . . 3
  - MSC 327 Introduction to Marketing . . . . . 3
  - PSY 101 Introductory Psychology . . . . . 4
- An additional writing course approved by the Department of Advertising, Public Relations, and Retailing . . . . . 3
- An additional literature course approved by the Department of Advertising, Public Relations, and Retailing . . . . . 3 or 4
- Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.
- e. A minimum of 12 additional credits, in addition to the required courses in other departments listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.
- Only credits in courses graded on the Numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.

**RETAILING**

Retailing majors study the retail industry and related businesses. Students learn to analyze and respond to consumer needs through effective business strategies; decision making is taught through state-of-the-art computer applications, case studies, industry projects and internship experiences. The program prepares students for careers with a broad range of opportunities. Graduates are recruited for positions in buying/procurement, store management, merchandise coordination, merchandise planning/analysis, customer services, human resource management, product development, product management, marketing research, and franchising. Other career opportunities include positions as catalog managers and account executives for consumer product firms. The program has a national reputation for its international retailing focus. Fundamental retailing courses are supported by a business cognate with courses in economics, finance, marketing, management, and accounting.

Students may elect to participate in a study abroad experience from the many opportunities at Michigan State University, including two specifically designed for retailing majors: Retail Distribution in Russia and Poland and Retail Management in the Netherlands. Students may also receive up to 8 internship credits for a supervised management experience that complements required courses in the major. The MSU Retailing Association is a student organization that allows students to participate in a variety of opportunities that explore business and retail careers. Activities and events that enhance the educational experience and provide in-depth insight into the professional areas are planned throughout the year.

**Admission as a Junior**

Enrollments in the retailing program are limited. In addition to the University and College requirements, the minimum criteria for admission as a major in retailing are:

1. Completion of Retailing 261, Economics 201 and Computer Science and Engineering 101 or 131 with a combined minimum grade-point average of 2.00.
2. To be considered for admission, upper-division students transferring from another institution must have completed the required courses referenced above for admission as a junior, with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Retailing 261, then the individual course grade must be 2.0 or better.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

**Requirements for the Bachelor of Science Degree in Retailing**

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits are required for the Bachelor of Science degree in Retailing.  
 The University's Tier II writing requirement for the Retailing major is met by completing Retailing 362, 371, 465, and 481. Those courses are referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Science and Bachelor of Arts degrees.
3. The following requirements for the major:

		CREDITS
a.	All of the following courses in the Department of Advertising, Public Relations, and Retailing: . . . . .	33
	ADV 336 Promotions and Sponsorships . . . . .	3
	ADV 375 Consumer Behavior . . . . .	4
	RET 261 Introduction to Retailing . . . . .	3
	RET 362 Human Resources and Professional Practice in Retailing . . . . .	3
	RET 371 Merchandise Planning and Buying . . . . .	4
	RET 373 Retail Entrepreneurship . . . . .	3
	RET 460 Retail Information Systems . . . . .	4
	RET 465 International Retailing . . . . .	3
	RET 471 International Buying and Product Development . . . . .	3
	RET 481 Retail Strategy Analysis . . . . .	3
b.	The following courses outside the Department of Advertising, Public Relations, and Retailing: . . . . .	24
	(1) The following course:	
	CSE 101 Computing Concepts and Competencies . . . . .	3
	Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.	
	(2) The following Business Cognate:	
	ACC 201 Principles of Financial Accounting . . . . .	3
	OR	
	ACC 230 Survey of Accounting Concepts . . . . .	3
	EC 201 Introduction to Microeconomics . . . . .	3
	EC 202 Introduction to Macroeconomics . . . . .	3
	FI 320 Introduction to Finance . . . . .	3
	Or	
	ABM 435 Financial Management in the Agri-Food System . . . . .	3
	GBL 323 Introduction to Business Law . . . . .	3

MGT 325	Management Skills and Processes	3
MSC 327	Introduction to Marketing	3

**SPECIALIZATION IN PUBLIC RELATIONS**

— Insert ①

Students who are enrolled in the Bachelor of Arts degree program with a major in advertising may elect a Specialization in Public Relations. For additional information, refer to the *Specialization in Public Relations* statement.

### **SPECIALIZATION IN PUBLIC RELATIONS**

The Specialization in Public Relations, which is administered by the College of Communications Arts and Sciences, is available as an option to students in the Departments of Advertising, Public Relations, and Retailing; Communication; and Journalism. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.

Insert (1)

[move from  
College to  
Department ]

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, and campaigns. In combination with the student's major, the program will provide training for students seeking entry-level positions in the industry.

Students seeking admission to the specialization should contact the Dean's Office in the College of Communication Arts and Sciences. To be considered for admission, a student must have been formally admitted as a junior to a degree program in one of the participating departments and must have a 3.0 cumulative GPA as of the semester prior to the application. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will be conducted through a random selection process.

### **Requirements for the Specialization in Public Relations**

The students must complete the requirements specified below (17 to 19 credits):

1. All of the following courses: ..... 11  
ADV 227 Principles of Public Relations ..... 4  
CAS 492 Special Topics ..... 3  
COM 200 Methods of Communication Inquiry ..... 4  
Students should enroll in CAS 492 Special Topics section *Public Relations Techniques*.
2. One of the following courses: ..... 3 or 4  
JRN 200 Newswriting and Reporting I ..... 4  
JRN 205 Writing for Media ..... 3
3. One of the following courses: ..... 3 or 4  
AEE 401 Agriculture and Natural Resources  
Communications Campaigns ..... 3  
CAS 492 Special Topics ..... 4  
COM 475 Communication Campaign Design and Analysis (W) ..... 4  
Students should enroll in CAS 492 Special Topics section *Public Relations Campaign*.

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Dean's Office in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

The Specialization in Public Relations, which is administered by the Department of Advertising, Public Relations and Retailing, is available to students majoring in Advertising, Communication, Environmental Studies and Agriscience (concentrating in communication), Journalism, James Madison, and Retailing. Limited enrollment may be made available to other majors. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the Specialization may also be used to satisfy the requirements for the bachelor's degree.

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, campaigns and cases, public relations strategies, portfolio development, and public relations ethics.

Students are eligible to apply for the specialization if they:

1. are of sophomore standing;
2. have an overall grade-point average of 3.0; and
3. have successfully completed Advertising 225 and 260; Communication Arts and Sciences 299; and Journalism 200 or 205.

To apply, students must submit an application stating their interest in the specialization. Applications are due by the tenth week of the semester. If the number of applications meeting the basic qualifications exceeds the number of spaces available, selection will include evaluation of an interest statement and academic performance in prerequisite classes. Students will be notified of the decision after the completion of the semester.

#### Requirements for the Specialization in Public Relations

Students must complete the following (15 to 20 credits):

- |    |  |         |
|----|--|---------|
| 1. | All of the following courses:  | 9 or 10 |
|    | ADV 325 Public Relations Techniques and Ethics   | 3       |
|    | ADV 425 Public Relations Strategy  | 3       |
|    | COM 200 Methods of Communication Inquiry   | 4       |
|    | Student majoring in Journalism should take Statistics and Probability 200 (3 credits) in place of Communication 200. |         |
| 2. | One of the following courses:  | 4       |
|    | ADV 486 Integrated Campaigns   | 4       |
|    | COM 475 Communication Campaign Design and Analysis (W)   | 4       |
| 3. | Complete 2 to 6 credits from the following:  | 2 to 6  |
|    | ADV 402 Public Relations Topics in Advertising   | 1       |
|    | COM 402 Public Relations Topics in Communication   | 1       |
|    | JRN 402 Public Relations Topics in Journalism  | 1       |
|    | RET 402 Public Relations Topics in Retailing   | 1       |

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Department of Advertising, Public Relations and Retailing in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.