

Undergraduate Degree Requirements (AB)

Public Relations

Positions in public relations, media relations, and message design and development

The public relations major prepares students for the tasks and responsibilities of management, emphasizing operational and ethical standards of practice. Students learn about the social and economic order in which public relations operates. Graduates work in public relations agencies and related organizations or in the communication/public relations departments of businesses, government, and other organizations, such as not-for-profit institutions.

MAJOR REQUIREMENTS (35 credit hours)

- ADPR 3850 or 3850H Introduction to Public Relations
- JOUR 3190 Reporting and Writing Across Platforms
- ADPR 3515 Foundations of Graphic Communication
- ADPR 3400 ADPR Research: Insights and Analytics
- ADPR 5910 Public Relations Administration
or ADPR 5120 Crisis Communication
or ADPR 3860 Introduction to Public Affairs Communications
- ADPR 5920 Public Relations Communication
- ADPR 5930 Public Relations Ethics, Diverse Cultures and Cross-Cultural Leadership
or JRLC 5040/7040 or JRLC 5040H Law of Mass Communication
- ADPR 5950 Public Relations Campaigns
or ADPR 5741/7741 Integrated ADPR Campaigns
- MARK 3001 Principles of Marketing

MAJOR ELECTIVES (Select 9 credit hours from the options below)

- ADPR 3100 Principles of Advertising
- ADPR 3110 Advertising Message Strategy
- ADPR 5011 PR Internship (1 to 3 hrs.)
- ADPR 5170 Independent Studies in PR
- ADPR 5990 Special Topics in PR (3 hrs.; topic varies each semester)
- Any ADPR class
- Any JOUR class
- Any JRLC class
- Any TELE class
- Any 3000-level or higher NMIX class

GET INVOLVED

Spend an hour of your time with the Public Relations Student Society of America (PRSSA) or drop in on one of the AD Club's upcoming events. Write a PR article for an Athens business and submit it to the *Red & Black's* editorial board to be published. Students may participate in our award-winning clubs and organizations both as Intended-Grady students and while studying in Grady College. The opportunities are simply too good to pass up!