

Public Relations Major (52 credit hours)

The public relations major at Anderson University include courses in public relations principles, writing, case studies, design, and digital photography. Students work with Fifth Street Communications®, the department's public relations agency, which serves the needs of local nonprofit organizations while providing students with opportunities for hands-on, portfolio-quality work. Under the guidance of knowledgeable faculty, student account executives lead teams that assist nonprofits with strategic planning, copywriting, media relations, and event planning.

Major Requirements:

- COMM 2000, Media and Society, 3 credit hours
- COMM 2010, The Communication Professional, 1 credit hour
- COMM 2130, Writing for the Media, 3 credit hours
- COMM 2200, Visual Communication, 3 credit hours
- COMM 2240, Public Relations Foundations, 3 credit hours
- COMM 3050, Global Communications, 3 credit hours
- COMM 3200, Communication Ethics, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours
- COMM 3330, Communication Design, 3 credit hours
- COMM 3340, Public Relations Writing, 3 credit hours
- COMM 3370, Communicating through Social Media, 3 credit hours
- COMM 3440, Public Relations Research, 2 credit hours
- COMM 4000, Communication Law, 3 credit hours
- COMM 4800, Internship, 1-4 credit hours

4 credit hours from:

- COMM 2840, Fifth Street Communications Staff, 1 credit hour

At least one course from among:

- COMM 3130, Advanced Newswriting and Reporting, 3 credit hours
- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours

Remaining hours from these electives:

- COMM 2140, Digital Production Techniques in Journalism and Public Relations, 3 credit hours
- COMM 3130, Advanced Newswriting and Reporting, 3 credit hours
- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- COMM 4900, Seminar in Communication, 3 credit hours
- CPSC 1200, Introduction to Web Programming, 4 credit hours
- ENGL 3140, Writing and Digital Media, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours

NOTE: All students must complete 120 total credit hours to graduate from Anderson University.

Questions? Please contact the [Department of Communication & Design Arts](#) at (765) 641-4320.

Public Relations with Event Planning Concentration:

Major Requirements:

- COMM 2000, Media and Society, 3 credit hours
- COMM 2010, The Communication Professional, 1 credit hour
- COMM 2130, Writing for the Media, 3 credit hours
- COMM 2200, Visual Communication, 3 credit hours
- COMM 2240, Public Relations Foundations, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- COMM 3050, Global Communications, 3 credit hours
- COMM 3200, Communication Ethics, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours
- COMM 3330, Communication Design, 3 credit hours
- COMM 3340, Public Relations Writing, 3 credit hours
- COMM 3370, Communicating through Social Media, 3 credit hours
- COMM 3440, Public Relations Research, 2 credit hours
- COMM 4000, Communication Law, 3 credit hours
- COMM 4340, Executing Effective Events, 3 credit hours
- COMM 4800, Internship, 1-4 credit hours

3 credit hours from:

- COMM 2840, Fifth Street Communications Staff, 1 credit hour

1 credit hour from:

- COMM 3860, Practicum in Event Management, 1 credit hour

Additional hours from:

- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- ENGL 3140, Writing and Digital Media, 3 credit hours
- BSNS 3150, Financial Planning, 3 credit hours
- COMM 3860, Practicum in Event Management, 2-4 credit hours

NOTE: All students must complete 120 total credit hours to graduate from Anderson University.

Public Relations with Social Media Concentration:

Major Requirements:

- COMM 2000, Media and Society, 3 credit hours
- COMM 2010, The Communication Professional, 1 credit hour
- COMM 2130, Writing for the Media, 3 credit hours
- COMM 2200, Visual Communication, 3 credit hours
- COMM 2240, Public Relations Foundations, 3 credit hours
- COMM 3050, Global Communications, 3 credit hours
- COMM 3200, Communication Ethics, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours
- COMM 3330, Communication Design, 3 credit hours
- COMM 3340, Public Relations Writing, 3 credit hours
- COMM 3370, Communicating through Social Media, 3 credit hours
- COMM 3440, Public Relations Research, 2 credit hours
- COMM 4000, Communication Law, 3 credit hours
- COMM 4800, Internship, 1-4 credit hours

4 credit hours from:

- COMM 2840, Fifth Street Communications Staff, 1 credit hour

9 credit hours from:

- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours
- COMM 2140, Digital Production Techniques, 3 credit hours

Additional hours from:

- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- COMM 4800, Internship, 1-3 credit hours
- ENGL 3140, Writing and Digital Media, 3 credit hours
- BSNS 3550, Integrated Branding and Promotion I, 3 credit hours
- CPSC 1200, Introduction to Web Programming, 4 credit hours

NOTE: All students must complete 120 total credit hours to graduate from Anderson University.

Proposed 4 Year Course Sequence:

Freshman: COMM 2000, 2010; COMM 2130, 2200
 Sophomore: COMM 2240, 3130/3230/ENGL 3160; COMM 2840, 3340
 Junior: COMM 2480, 3050, 3200, 3370, Department Elective;
 COMM 2840, 3240, 3250, 3440, Department Elective
 Senior: COMM 2840, 3330; COMM 4000, 4340, 4800

Public Relations Major 4 Year Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
COMM 2000	3 Hours	COMM 2130	3 Hours
COMM 2010	1 Hour	COMM 2200	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	ENGL 1120	3 Hours
LART 1050	1 Hour	Aesthetic Ways of Knowing	3 Hours
Civic Ways of Knowing	3 Hours	Social & Behavioral Ways of Knowing	3 Hours
Personal Wellness	2 Hours		
Additional Class	3 Hours		

SEMESTER 3		SEMESTER 4	
COMM 2240	3 Hours	COMM 2840	1 Hour
COMM 3130/3230/ENGL 3160	3 Hours	COMM 3340	3 Hours
BIBL 2000	3 Hours	COMM 1000	3 Hours
Foreign Language	4 Hours	Scientific Ways of Knowing	4 Hours
Additional Class	3 Hours	Additional Class	3 Hours

SEMESTER 5		SEMESTER 6	
COMM 2840	1 Hour	COMM 2840	1 Hour
COMM 3050	3 Hours	COMM 3240	3 Hours
COMM 3200	3 Hours	COMM 3250	3 Hours
COMM 3370	3 Hours	COMM 3440	2 Hours
Department Elective	3-4 Hours	Department Elective	3-4 Hours
Additional Class	3 Hours	Additional Class	3 Hours

SEMESTER 7		SEMESTER 8	
COMM 2840	1 Hour	COMM 4000	3 Hours
COMM 3330	3 Hours	COMM 4800	1-4 Hours
COMM 4340	3 Hours	Speaking Intensive	3 Hours
Christian Ways of Knowing	3 Hours	Global/Intercultural Ways of Knowing	3 Hours
Quantitative Reasoning	3 Hours	Additional Class	3 Hours
Additional Class	3 Hours	Additional Class (If Necessary)	3 Hours

Questions? Please contact the [Department of Communication & Design Arts](#) at (765) 641-4320.

Proposed 3 Year Course Sequence:

Freshman: COMM 2000, 2010, 2200; COMM 2130, 3250
 Sophomore: COMM 2240, 3130/3230/ENGL 3160, 3200; COMM 2840, 3050, 3240, 3440
 Summer 2: COMM 4800
 Junior: COMM Elective, 2840, 3330, 3370; COMM 2840, 3340, 4000, 4340

Public Relations Major 3 Year Suggested Course Sequence

SEMESTER 1		SEMESTER 2	
COMM 2000	3 Hours	COMM 2130	3 Hours
COMM 2010	1 Hour	COMM 3250	2 Hours
COMM 2200	3 Hours	Elective	3 Hours
LART 1050	1 Hour	ENGL 1120	3 Hours
ENGL 1100/1110	3-4 Hours	Foreign Language	4 Hours
Civic Ways of Knowing	3 Hours	Personal Wellness	2 Hours
Additional Class	3 Hours		

SUMMER 1	
COMM 1000	3 Hours
Quantitative Reasoning	3 Hours
Additional Class	3 Hours

SEMESTER 3		SEMESTER 4	
COMM 2240	3 Hours	COMM 2840	1 Hour
COMM 3130/3230/ENGL 3160	3 Hours	COMM 3050	3 Hours
COMM 3200	3 Hours	COMM 3240	3 Hours
BIBL 2000	3 Hours	COMM 3440	2 Hours
Global/Intercultural Ways of Knowing	3 Hours	Christian Ways of Knowing	3 Hours
Aesthetic Ways of Knowing	3 Hours	Speaking Intensive	3 Hours
		Additional Class	3 Hours

SUMMER 2	
COMM 4800	1-4 Hours
Scientific Ways of Knowing	4 Hours

SEMESTER 5		SEMESTER 9	
COMM 2840	1 Hour	COMM 2840	2 Hours
COMM 3330	3 Hours	COMM 3340	3 Hours
COMM 3370	3 Hours	COMM 4000	3 Hours
COMM 4340	3 Hours	Social and Behavioral Ways of Knowing	3 Hours
Department Elective	3-4 Hours	Additional Class	3 Hours
Additional Class	3 Hours	Additional Class	3 Hours

Questions? Please contact the [Department of Communication & Design Arts](#) at (765) 641-4320.