Public Relations Emphasis

A Communication major requires 125 credits (36 at a level of 300 or above, and 60 from a four-year institution) including:

I. Essential Studies (see University Essential Studies listing)
II. Major requirements (minimum of 36 credits, a grade of ‘C’ or better in all Communication courses)
   a. Major course requirements (12 credits) include Comm 102, 103, 110, and 200
   b. Experience (3 credits required with a maximum allowed of 5 credits) from Comm 329, 394, 397, and 497
   c. Additional Communication Course (21 credits with at least 15 credits at 300 level or above)

SPECIAL EMPHASES ARE AWARDED BY THE COMMUNICATION PROGRAM, but an emphasis is not required in order to graduate with a Communication degree. Majors receiving a special emphasis are required to take a minimum of 15 credits in the emphasis area, plus 6 approved elective credits. Majors choosing to follow a special emphasis may select from the following options: Journalism and Computer Mediated Communication, Culture and Communication, Speech Communication, Public Relations, Health Communication, Advertising, Organizational Communication, Computer Mediated Communication.

REQUIREMENTS FOR Public Relations Emphasis
Minimum of 15 credits from the following, plus 6 approved elective credits.

<table>
<thead>
<tr>
<th>Comm</th>
<th>Offered</th>
<th>Restricted</th>
<th>Credits</th>
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<tbody>
<tr>
<td>206</td>
<td>F</td>
<td>AM</td>
<td>3</td>
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<tr>
<td>300</td>
<td>F</td>
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<td>303</td>
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<td>313</td>
<td>S/2</td>
<td>AM</td>
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<td>F,S</td>
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<td>352</td>
<td>F</td>
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<tr>
<td>401</td>
<td>S</td>
<td>AM or IC</td>
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</tr>
<tr>
<td>461</td>
<td>F/2</td>
<td>AM or IC</td>
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<tr>
<td>430</td>
<td>F</td>
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</table>

Key: F = Fall    S = Spring    SS = Summer    72 = Every other year    AM = Admitted Major    IC = Instructor Consent

Where can I use Public Relations?
Account Manager • Promotions Director • Development Officer • Sales Account Manager • Promotions Director • Events Planner • Marketing Director • Brand Management

Recommended Courses outside the Communication Program (some may have pre-requisites, see Academic Catalog).
Note: These classes are recommended, not required. See the UND catalog, Communication Program website (und.edu/dept/comm), or your advisor for more information.

Marketing
305 Marketing Foundations
310 Consumer Behavior
312 Advertising

Management
300 Principles of Management

Economics
201 Principles of Microeconomics

Business Administration
101 Intro to Business

Sociology
110 Intro to Sociology

Political Science
250 Politics of Public Administration

Information Systems & Business Communication
320 Professional Communication for Business

Technology
232 Web Design
442 Advanced Graphic Design & Print Production