College of Communication and the Arts
Seton Hall University

2021-22 CATALOGUE

PUBLIC RELATIONS

Total Credits: 48

Required Courses *(33 credits)*		GRADE EARNED	SEMESTER COMPLETED
☐ COJR 1421	Writing for the Media		
☐ COMM 1670	Introduction to Communication Theory		
☐ COMM 2134	Communication Ethics		
☐ COMM 2623	Persuasive Speaking or COMM 2625 Public and Presentation Speaking		
☐ COMM 2640	Organizational Communication		
☐ COJR 2136	Media Law		
☐ COJR 2431	American Journalism		
☐ COPR 2135	PR Research		
☐ COPR 2512	Public Relations I: Intro to PR		
☐ COPR 3522	Public Relations II: Strategic Planning & Client Relations		
☐ COPR 5599	Senior Seminar in Public Relations		

Electives *(15 credits)*

One of the following:

☐ COJR 2240	Media Criticism		
☐ COJR 3432/ WMST 3432	Women and the Media		
☐ COPR 2998	Managing Reputation and Crisis Communication		

Two of the following:

☐ COJR 2421	News Reporting		
☐ COJR 4424	Broadcast News Writing and Presentation		
☐ COPR 2515	Integrated Communication		
☐ COPR 2521	Print Advertising		

Two of the following:

☐ COPR 2999	Basic Video		
☐ COJR 3428	Publications Editing		

Allowable Elective Substitutions:

☐ COPR 2114	Sports Public Relations		
☐ COPR 2631	Nonprofit Communication and Public Relations		
☐ COPR 2997	International Public Relations		
☐ COPR 5598	PR Experiential Learning *(Permission Required)*		

Other special topics/new courses as approved by adviser