

Public Relations, BA

Overview

This program is designed to teach public relations and strategic communication theories and practices, with an emphasis on enhancing the ability to promote the image and mission of an organization or business.

Students study various facets of PR from brand promotion, content creation, and social media to crisis communication, media relations, community relations, reputation management, and marketing communications. A particular focus will be on sophisticated training in the latest communication techniques including social media, web communications and videography, as well as data analytics and data-driven storytelling.

Program graduates will be equipped with the technical skills they need to break into the PR field and the management skills they need to advance in the professional arena. The needs for these skills have increased exponentially in recent years as diverse organizations understand that they need to develop effective messaging communicated in visual, textual, and audio form through multi-, online-, and social media. The goal of the program is to empower students to promote the public agenda of employers ranging from industry leaders, to mission-driven organizations, to strategic communications groups and political consulting firms.

Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

Universitywide Requirements

All undergraduate students are required to complete the Universitywide Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/>).

BA Language Requirements

All BA students are required to complete the BA degree language requirements, for a total of 12 semester hours of language study or demonstrated equivalent proficiency, as described in Additional Requirements for BA students (<https://catalog.northeastern.edu/undergraduate/university-academics/nupath/ba-requirements/>). Successful demonstration of proficiency does not reduce total minimum semester hours of study required to earn the BA degree.

NUpath Requirements

All undergraduate students are required to complete the NUpath Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/nupath/>).

Major Requirements

Code	Title	Hours
Introduction to College		
COMM 1000 or JRNL 1000	Communication Studies at Northeastern Journalism at Northeastern	1
Foundation Courses		
COMM 1113	Business and Professional Speaking	4
COMM 3625 or JRNL 3625	Public Relations Practice Public Relations Practice	4
JRNL 5311	Design for Storytelling	4
JRNL 5480	Research for Media Strategy	4
A grade of C or better is required for the following:		
COMM 3445 or JRNL 3425	Public Relations Principles Public Relations Principles	4
JRNL 2200	Writing for Public Relations	4
Introductory/Intermediate Electives		
Complete two of the following (and any required corequisites):		8
COMM 1210	Persuasion and Rhetoric	
COMM 1225	Communication Theory	
COMM 1231	Principles of Organizational Communication	
COMM 1255	Communication in a Digital Age	
COMM 2303	Global and Intercultural Communication	
COMM 2510	Social Media Analytics	

2 Public Relations, BA

JRNL 1101 and JRNL 1102	Journalism 1: Fundamentals of Reporting and Writing and Journalist's Toolbox
JRNL 1150	Understanding Today's News
JRNL 2301	Visual Storytelling in Journalism

Advanced Electives

Complete three of the following (other courses may be proposed in consultation with your academic advisor): 12

COMM 3320 or COMM 6320	Political Communication Political Communication
COMM 3409	Advocacy Writing
COMM 3500 or COMM 6500	Environmental Issues, Communication, and the Media Environmental Issues, Communication, and Media
COMM 4102 or COMM 6102	Health Communication Campaigns Health Communication Campaigns
COMM 4631	Crisis Communication and Image Management
JRNL 3610	Digital Storytelling and Social Media
JRNL 4650	Ethics and Issues in Journalism
JRNL 5400	Media and Advocacy in Theory and Practice
JRNL 5420	Public Relations Strategies for Managing Scandal in Business and Politics

Subject Expertise

Complete three electives in the subject of your interest (e.g., public health, computer science, biology) in consultation with your advisor. 12

Capstone

COMM 4608	Strategic Communication Capstone	4
-----------	----------------------------------	---

Program Requirements

60 semester hours in the major

128 overall semester hours required

Plan of Study

Sample Plan of Study

FOUR YEARS, TWO CO-OPS IN SUMMER2/FALL

Year 1								
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours	Hours
ENGW 1111		4 COMM 1113		4 Elective		4 Elective		4
JRNL 1000 or COMM 1000	1	JRNL 2200		4 Elective		4 Elective		4
JRNL 3425 or COMM 3445	4	Foreign language		4				
Foreign language	4	Elective		4				
Elective	4							
		17			16			8
8								
Year 2								
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours	Hours
JRNL 3625	4	EEAM 2000		1 Elective		4 Co-op		0
Foreign language	4	JRNL 5480		4 Elective		4		
PR introductory/ intermediate elective	4	PR introductory/ intermediate elective		4				
Elective	4	Subject expertise		4				
		Elective		4				
		16			17			8
0								
Year 3								
Fall	Hours	Spring	Hours	Summer 1	Hours	Summer 2	Hours	Hours
Co-op	0	PR advanced elective		4 Elective		4 Co-op		0
		PR advanced elective		4 Elective		4		
		Subject expertise		4				

		Elective	4		
	0		16	8	0
Year 4					
Fall	Hours	Spring	Hours		
Co-op	0	COMM 4608	4		
		JRNL 5311	4		
		PR advanced elective	4		
		Elective	4		
	0		16		

Total Hours: 130