

## **Public Relations, B.A.**

The public relations curriculum is designed to allow students to master all elements of the public relations process – research, planning, communication, and evaluation. In addition, students learn about theory, strategy, tactics, multimedia, and the application of concepts to practice public relations in today's world.

### **Student Learning Outcomes**

The program's SLO's are adapted from the ACEJMC's "Professional Values and Competencies."

All graduates should be aware of certain core values and competencies and be able to:

1. understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. demonstrate an understanding of the history and role of professionals and institutions in shaping public relations;
3. demonstrate an understanding of gender, race, ethnicity, sexual orientation, and other forms of diversity in relationship to public relations;
4. demonstrate an understanding of the diversity of groups in a global society in relationship to public relations;
5. understand concepts and apply theories in the use and presentation of images and information;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. think critically, creatively and independently;
8. conduct research and evaluate information by methods appropriate to the public relations profession;
9. write correctly and clearly in forms and styles appropriate for the public relations profession and the audiences and purposes they serve;
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness;
11. apply basic numerical and statistical concepts; and
12. apply tools and technologies appropriate for public relations.

## Curriculum Map

Courses in **bold** are required of the major. Journalism electives are also included in the map.

1—Introduces; 2—Reinforces; 3— Demonstrates mastery