

A.A. IN PUBLIC RELATIONS

A general program that focuses on organizational communication, public relations, and advertising; and that prepares students to function in a wide range of public and private sector positions requiring the skills of persuasive communication. Includes instruction in communications, public relations, and advertising theory; principles and techniques of persuasion; message/image design; marketing strategy; professional writing; public speaking and multi-media presentation skills; digital communications; and applied research.

Learning Outcomes

A.A. Degree Level Student Learning Outcomes

Students completing the Public Relations A.A. Degree will:

1. Understand the role of a public relations professional in the media profession.
2. Demonstrate understanding of the principles of persuasion strategies in multiple modes of communication.

Requirements

Code	Title	Units
Required courses:		
COMM 100	Mass Media and Society	3
COMM 101	Reporting and Writing News	3
COMM 104	Public Relations	3
COMM 150	Communication Theory	3
COMM 260	Social Media	3
<i>Select one (1) of the following:</i>		
COMM 111	Introduction to Popular Culture	3
COMM 230	Design for Media	3
COMM 240A	Student Media: Beginning Staff	3
COMM 250	Multimedia Reporting	3
<i>Select one (1) of the following:</i>		
BUS 185	Elements of Marketing	3
BUS 192	Advertising	3
KIN 183	Introduction to Sports Information	3
SPCH 103	Argumentation and Debate	3
Total Units		21