

PUBLIC RELATIONS CONCENTRATION

JOUR 342	Public Relations Writing and Editing	4
JOUR 345	Social Media for Strategic Communication	4
or JOUR 403	Multimedia Production for Public Relations and Advertising	
or JOUR 412	Public Relations and Crisis Management	
JOUR 347	Public Relations Research	4
JOUR 413	Public Relations Campaigns	4
JOUR 415	Senior Project: Public Relations Practicum	4
Total units		20