

LIBERAL STUDIES: Humanities/Social Science *(Revised April 2010)*

Public Relations Program Sequence B

Required credits: 18 (12 credits must be earned at RU)

Introductory Level: 3 credits

PR 06350 Intro to Public Relations

Advanced Level: 12 credits

ADV 04330 Introduction to Advertising

PR 06310 Intro to Public Relations and Advertising
Research

PR 06301 Basic Public Relations Writing

ADV 04360 Integrated Marketing Communication

Senior Level Capstone: 3 credits

PR 99362 Public Opinion