

## **Liberal Studies: Public Relations in the Workplace**

Department of Public Relations and Advertising

### Introductory Course:

PR 06350 Introduction to Public Relations

### Advanced Level Courses:

ADV 04330 Introduction to Advertising

PR 06310 Introduction to PR/Adv Research

PR 06301 Basic Public Relations Writing

ADV 04360 Integrated Marketing Communication

### Senior Level Capstone:

PR 99362 Public Opinion

**Total Hours Required = 18 s.h.**

(12 credits must be earned at Rowan University)