PUBLIC RELATIONS (B.A.)

Students electing this major typically seek employment in one of the many career opportunities in public relations: business and industry; non-profit organizations; trade associations; government service; education; or account executive positions in an agency. Some students later pursue graduate-level study in fields such as organizational communication.

In addition to the course work below, students must complete all of the department's general degree requirements (http://bulletins.wayne.edu/undergraduate/college-fine-performing-communication-arts/communication/ba-requirements).

Major Requirements The major in Public Relations requires completion of a minimum of forty-two credits in coursework as outlined below.

Core Courses
Select four of the following: 12
- COM 1010 (OC) Oral Communication: Basic Speech
- COM 3170 Fundamentals of Public Relations
- COM 4170 (WI) Public Relations Writing
- COM 4210 Research Methods in Communication
- COM 5160 Public Relations Campaigns and Issues Management

Additional Requirements
- COM 1500 Survey of Mass Communication 3
- COM 2030 Journalistic Grammar and Style 3
- COM 2100 News Reporting 3
- COM 2170 Persuasive Speaking 3
  or COM 3300 (WI) Business and Professional Presentations
- COM 3210 News Editing 3
- COM 3250 Introduction to Organizational Communication 3
- COM 3400 (WI) Theories of Communication 3
- COM 5130 Communication and Social Marketing 3

Select one of the following: 3
- COM 5140 Public Relations and Social Media
- COM 5300 Layout and Design
- COM 5500 Journalism and New Media

Total Credits 39

1 COM 5160 is the senior level capstone course. To be taken in last twenty-one credits of study

Recommended electives include an internship (COM 6190), as well as courses in Journalism (COM 4100) and Communication Studies (COM 2200). An advisor should be consulted early in the student’s program. Direct inquiries to 585 Manoogian Hall (313-577-2946).

Departmental Honors Program
The Communication Department Honors program offers capable students the opportunity to pursue independent study and to work closely with department faculty members. Completion of the honors major results in an honors degree designation on the diploma.

Departmental Honors Requirements
In order to enter the departmental honors program students must have achieved academic excellence in previous work, such as a high school g.p.a. of 3.5 or a college or university g.p.a. of 3.3. Students must meet all regular major requirements including the following: three honors-option courses within their major at the 2000 level or above, taught by full-time faculty members (internships cannot satisfy this requirement), at least one 4000-level seminar offered through the Liberal Arts and Sciences Honors Program, a senior honors thesis under the direction of a faculty advisor in their major area (COM 4996) and maintain a minimum g.p.a. of 3.3 cumulative and in the major.