

PUBLIC RELATIONS

A.S. DEGREE



Program Description:

The Public Relations program is designed to prepare students for transfer to a four-year college or university offering programs in public relations, communications, and mass media. The curriculum provides a foundation in liberal arts and a background in communication theory, media writing and public relations. The program will enable students to better understand the role of public relations today in business, government, education and non-profit organizations.

Careers in the field:

Crises Communication, Education, Government/Politics, Health Care, Sports Entertainment, Technology/Information Technology, Political Campaigns, Interest Group Representative, Corporate, Non-Profit

Schools to transfer to:

Rochester Institute of Technology, St. John Fisher College, SUNY: Fredonia, Oswego, Geneseo; Syracuse University, Boston University, University of Florida, University of Southern California

Specific skills learned:

Writing, public speaking, group and interpersonal communication, persuasion

Full-time faculty:

Mary-Jo Popovici • Thomas Proietti

Coursework enhancement activities available:

Toastmasters International • The Monroe Doctrine, Practicum/internships

PUBLIC RELATIONS, A.S. (PR01)

Suggested Schedule

1st SEMESTER

ENG 101 College Composition
or
ENG 200 Advanced Composition

COM 101 Intro to Mass Media

SPT 142 Public Speaking

PSY 101 Psychology

MTH 160 or higher

2nd SEMESTER

COM 120 Media Literacy

COM 109 An Intro to Public Relations

ANT 102 Anthropology

SPT 141 Interpersonal Speech

General Elective

3rd SEMESTER

SPT 143 Small Group Comm.

COM 130 Media Writing

SOC 101 Sociology

Natural Science Elective

Humanities Elective

General Elective

4th SEMESTER

COM 270 Media and Society

COM 131 Print Journalism

General Elective

Social Science Elective

Health/Physical Education*

*REFER TO SUNY PROGRAM REQUIREMENTS WHEN DETERMINING TRANSFER CREDIT

Humanities: AAD 105, ART; COM 101, 105, 120, 130, 131, 270; EDU 150; ENG; Foreign Lang.; HIS 257
HMN; IDE 100; MUS; PHL; PHO 101, 106, 135, 140, 145; SPT; THE

Social Sciences: AAD 107; ANT; ART 118, 119, 121, 240, 271; ECE 250, 251; ECO; EDU 208;
GEG: EXCEPT :100, 101, 104, 181; HIS; LAW; MUS 119, 120, 150, 155, 201, 202,
PHO 140, 145; PPE 208; POS; PSY; SBS; SOC; SVL 101, 106

Natural Sciences: BIO; CHE; FSA 117; GEG 100, 101, 104, 181; GEO; PHY (EXCEPT 100);
PPE 275; SCI

Health/ Physical Education: Need 2 credits for degree: PE/PEC, PEH, PEJ, PEM, PEW, HED, PPE_{10.4.11}