

Bachelor of Science - Public Relations

Course	Course Title	PBRLB1	PBRLB2	PBRLB3	PBRLB4	ILO1	ILO2	ILO3	ILO4	ILO5
MKTG 300	Marketing	X	X	X	X	X	X	X	X	X
MKTG 340	Digital Marketing	X	X	X	X	X	X	X	X	X
PBRL 325	Public Relations	X	X	X	X	X	X	X	X	X
PBRL 350	Media Research & Writing	X	X	X	X	X	X	X	X	X
PBRL 425	Media & Crisis Communication	X	X	X	X	X	X	X	X	X
PBRL 445	PR & Promotional Strategy	X	X	X	X	X	X	X	X	X
PBRL 450	Rhetoric & Social Influence	X	X	X	X	X	X	X	X	X
MKTG 320	Advertising & Promotion	X	X	X	X	X	X	X	X	X
MKTG 330	Marketing Behavior	X		X		X		X	X	X
MKTG 332	Marketing Research	X	X	X	X	X	X	X	X	X
MKTG 495	Integrated Marketing	X	X	X	X	X	X	X	X	X
PBRL 495	Public Relations Capstone	X	X	X	X	X	X	X	X	X

Institution Learning Outcomes

- ILO1 Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
- ILO2 Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems.
- ILO3 Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
- ILO4 Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
- ILO5 Disciplinary Expertise

Program Learning Outcomes

- PBRLB1 Acquire the knowledge and skills necessary to be an effective public relations professional
- PBRLB2 Demonstrate the ability to integrate and apply conceptual and technical competencies within public relations contexts
- PBRLB3 Apply appropriate communication skills to systematically address public relations issues within a societal, cultural, and environmental context
- PBRLB4 Acquire practical, real-life experience within a public relations context