

# Public Relations

Every organization, from the largest corporation to the smallest nonprofit, needs to communicate effectively with the public if they are to survive and thrive. Whether announcing the launch of new products, issuing press releases or offering guidance in times of crisis, public relations professionals work at the intersection of organizational strategy and public engagement.



## PARTICIPATE IN OUR CORNERSTONE LEARNING COMMUNITY TO LAY THE GROUNDWORK FOR ACADEMIC SUCCESS.

For undergraduate students transferring fewer than 45 credit hours.

**\$147,078**

## MEDIAN SALARY FOR A PUBLIC RELATIONS DIRECTOR.<sup>1</sup>

<sup>1</sup> Salary.com/research/salary/benchmark/public-relations-director-salary

**7%**

## EXPECTED GROWTH IN PUBLIC RELATIONS JOBS THROUGH 2029.<sup>2</sup>

<sup>2</sup> U.S. Bureau of Labor Statistics, bls.gov/ooh/media-and-communication/public-relations-specialists.htm

## Inspire Trust and Connect with Others

At Regis University, you'll take courses designed to help you serve as the liaison between private organizations and the public. As a public relations student, you'll learn to:

- | Communicate effectively
- | Discern and disseminate important information
- | Engage with social media
- | Guide organizations through crisis
- | Anticipate change
- | Plan events and public outreach

To learn about financial aid options available, contact the financial aid office at 800.568.8932 or visit [regis.edu/financialaid](http://regis.edu/financialaid). If you are an active duty military member or veteran, visit [regis.edu/preferred-military](http://regis.edu/preferred-military) to learn more.

## What You'll Need:

### TO APPLY:

- | Online application
- | Official high school transcript(s)
- | Resume
- | Essay

### TUITION AND FEES

Tuition for the 2021-2022 academic year:  
| \$485 per credit hour

For information on program specific fees visit [regis.edu/cost](http://regis.edu/cost). Tuition and fees are subject to change.

## You might be wondering:

### IN WHAT FORMAT ARE CLASSES HELD?

Classes are held online in 8-week terms.

### HOW LONG DOES THE PROGRAM TAKE TO COMPLETE?

This program can be completed in about 3.5 years.

### WHEN CAN I START?

Program starts are offered in January, March, May, July, August and October.

# Degree Plan

## GENERAL CORE

45 Credit Hours

Students must complete the required number of credits in the areas of Oral and Written Communication, English, Composition, Humanities, Global Issues, Social and Natural Sciences, Math, Philosophy and Religious Studies.

## FOUNDATIONAL COURSES

12 Credit Hours

**PRL 200** Introduction to Public Relations  
**PRL 210** Public Relations Writing  
**COM 310** Interpersonal Communication  
**PRL 330** Social Media and Public Relations

## UPPER DIVISION COURSES

30 Credit Hours

**COM 400** Intercultural Communication  
**COM 427** Communication Ethics  
**COM 437** Persuasion, Motivation and Influence  
**PRL 405** Public Relations Cases  
**PRL 415** Event Planning  
**PRL 425** Visual Communication and Graphic Design  
**PRL 435** Crisis Communication Management  
**PRL 445** Public Relations Research  
**PRL 485** Public Relations Campaigns (Capstone)  
**PRL 498E** Internship in Communication

## OPTIONAL MINOR

12 credit hours

Students can select any approved minor through the help of their Academic Success Coach.

## GENERAL ELECTIVES

21 to 33 Credit Hours

If a minor is complete: 21 credit hours  
If no minor is completed: 33 credit hours

## TOTAL: 120 CREDIT HOURS

This program is eligible for our FastForward dual degree. Learn more at [regis.edu/fastforward](https://regis.edu/fastforward).

## Ready to get started?

Your Regis admissions counselor will work with you one-on-one. We'll help you choose the program that fits your goals, find options that save time and money, and help you through your online application.

### Contact

[ruadmissions@regis.edu](mailto:ruadmissions@regis.edu)  
800.944.7667

### Ready to Apply?

[regis.edu/apply](https://regis.edu/apply)

## Applying Is Easier Than You Think

- | No application fee
- | No letters of recommendation
- | No college standardized assessment test
- | Admission decision usually within 3 business days

Go to [regis.edu/apply](https://regis.edu/apply) or contact an admissions counselor to help get you started.

## Transferring? Bring Your Credits With You.

We believe you should get the credits you deserve. After all, you worked hard for them. Regis University offers one of the most generous transfer credit policies in higher education. We want to keep your education on track, so you keep your career goals within reach. You can transfer up to **81 credit hours** for the Bachelor of Arts in Public Relations program.

## The Flexibility You Need

Our program formats are designed to be flexible and convenient, so you can fit your education into your own schedule. On-campus courses are offered in the evenings to fit around your busy work schedule, and you're able to log on and complete online courses whenever works best for you.