

BA IN PUBLIC RELATIONS

The Public Relations degree, developed from the Commission on Public Relations Education recommendations, is designed to prepare students to assume professional entry level roles in the practice of public relations; to help students understand the integration of public relations and marketing; prepare students to compose, develop, and analyze print and broadcast messages; to help students to develop demonstrable competencies in writing, analyzing, problem-solving, and critical thinking; to provide opportunities for testing public relations theory and practice, not only in the classroom, but in the field as well; and to develop relationships with local public relations professionals as well as with community organizations.

The PR degree at Sacramento State emphasizes research, writing and editing focused on the theories and methods for managing the media image of a business, organization, or individual. The program builds understanding of the communication process with stakeholders, constituencies, audiences, and the general public to prepare individuals to function as public relations assistants, technicians, and managers. Upon completion of the program, graduates are prepared to enter a variety of public relations careers in media relations; promotion and advertising; marketing; message/image design; image management and crisis communication; special event management; community relations; public affairs/government relations; and internal communications.

Students gain extra-curricular experiences via a robust internship program involving dozens of public and private companies and organizations across California and the nation, as well as via involvement in a large, active and award-winning Public Relations Student Society of American (PRSSA) chapter.


Prior to acceptance as a Communication Studies major, students must complete a pre-major consisting of all required lower division courses plus the upper division survey course (COMS 100A) and upper division research methodology course (COMS 100C). Students must successfully complete each pre-major course with a grade of "C-" or better. Students with a Sacramento State grade point average of 2.3 or better may request early admission to the major.

- Majors must complete each core course and each option core course with a grade of "C-" or better.
- Not more than 6 units of debate, internship and/or individual study (see the following) can be applied to the major requirements.
- Majors are urged to take COMS 2 (<https://catalog.csus.edu/search/?P=COMS%202>), Argumentation (or transfer equivalent) to fulfill their critical thinking requirement.
- Communication Studies courses may only be repeated once for a grade change. Students who fail to achieve at least a "C-" in two attempts in a core course will be disqualified in majoring in Communication Studies.
- One project or paper from each capstone course will be reviewed by selected faculty for the purpose of departmental assessment.

Code	Title	Units
Required Lower Division Core Courses (13 Units)		
COMS 2	Argumentation	3
COMS 8	Interpersonal Communication Skills	3
COMS 55	Media Communication and Society	3

JOUR 20 & JOUR 30	Style For Media Writers News Writing	4
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Required Upper Division Core Courses (9 Units)

COMS 100A	Survey of Communication Studies	3
COMS 100B	Rhetoric and Social Influence 	3
COMS 100C	Social Scientific Methods in Communication Research	3

Major Courses (21 Units)

COMS 106	Digital Media Creation - An Introduction	3
COMS 118	Survey of Public Relations	3
COMS 123	Writing for Public Relations	3
COMS 158	Public Relations Planning and Management	3
COMS 170 or COMS 171	Data Analysis in Communication Research Survey Methods in Communication Research	3
COMS 187	Issue Management and Case Studies in Public Relations	3
MKTG 101	Principles Of Marketing	3

Electives (5 Units)

Any upper division (100 or above) Communication Studies courses totaling at least five units.

General Education Requirements ¹

Code	Title	Units
Area A: Basic Subjects (6 Units)		
A1	Oral Communication	3
A2	Written Communication	3
A3	Critical Thinking ²	0
Area B: Physical Universe and Its Life Forms (13 Units)		
B1	Physical Science	3
B2	Life Forms	3
B3	Lab (Note: Lab experience to be taken with one of the following: B1, B2 or B5)	1
B4	Math Concepts	3
B5	Additional Course (Any B to reach 12 units) - Take upper-division course to complete Area & upper division requirements.	3
Area C: Arts and Humanities (12 Units)		
C1	Arts	3
C2	Humanities	3
C1/C2	Area C Course	3
C1/C2	Area C Course - Take upper-division course to complete Area & upper division requirements.	3
Area D: The Individual and Society (9 Units)		
Area D Course		3
Area D Course		3
Area D Course	Take upper-division course to complete Area & upper division requirements.	3
Area E: Understanding Personal Development (3 Units)		
Area E Course		3
Area F: Ethnic Studies (3 Units)		
Area F Course		3
Total Units		46

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses

to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

Note: There is no way to list all possible overlaps so please consult with a professional advisor. The Academic Advising Center can be visited online (<http://www.csus.edu/acad/>), by phone (916) 278-1000, or email (advising@csus.edu).

² Department recommends COMS 2 to meet Area A3.

Graduation Requirements ¹

Code	Title	Units
Graduation Requirements (required by CSU) (6 Units)		
American Institutions: U.S. History		3
American Institutions: U.S. Constitution & CA Government		3
Writing Intensive (WI) ²		0
Graduation Requirements (required by Sacramento State) (12 Units)		
English Composition II		3
Race and Ethnicity in American Society (RE)		3
Foreign Language Proficiency Requirement ³		6

¹ To help you complete your degree in a timely manner and not take more units than absolutely necessary, there are ways to use single courses to meet more than one requirement (overlap). For further information, please visit the General Education page (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

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² Required in Major; also satisfies Graduation Requirement

³ If not satisfied before entering Sacramento State, it may be satisfied in General Education Area C2 (Humanities). "C- or better required." The alternative methods for satisfying the Foreign Language Proficiency Requirement are described here: <https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html> (<https://www.csus.edu/college/arts-letters/world-languages-literatures/foreign-language-requirement.html>)


The following roadmaps are sample planning resources. Please consult your academic advisor and Academic Catalog for graduation requirements as you develop your individualized academic plan.

Public Relations, BA: 4-Year Roadmap

Course	Title	Units
Year 1		
First Semester		
COMS 21	First Year Seminar: Becoming an Educated Person	3
GE Area 1A - English Composition ²		3
GE Area 1C - Oral Communication ²		3
GE Area 3A - Arts ²		3
GR American Institutions (US History) ²		3
Units		15
Second Semester		
COMS 2	Argumentation	3
GE Area 2 - Mathematical Concepts & Quantitative Reasoning ²		3
GE Area 3B - Humanities ²		3
GE Area 5B - Biological Science ²		3

GE Area 6 - Ethnic Studies ²		3
Units		15
Year 2		
First Semester		
COMS 8	Interpersonal Communication Skills	3
ENGL 20	College Composition II	3
GE Area 5A - Physical Science ²		3
GE Area 5C - Laboratory ²		1
Foreign Language Semester 1 ²		4
Units		14
Second Semester		
COMS 55	Media Communication and Society	3
JOUR 20	Style For Media Writers	1
JOUR 30	News Writing	3
COMS 100A	Survey of Communication Studies	3
GR American Institutions (GOVT) ²		3
Foreign Language Semester 2 ²		4
Units		17
Year 3		
First Semester		
COMS 100C	Social Scientific Methods in Communication Research	3
COMS 106	Digital Media Creation - An Introduction	3
COMS 118	Survey of Public Relations	3
Upper Division GE Area 3 - Arts or Humanities ²		3
Upper Division GE Area 5 or 2 - Science or Mathematical Concepts/Quantitative Reasoning ²		3
Units		15
Second Semester		
COMS 100B	Rhetoric and Social Influence	3
COMS 123	Writing for Public Relations	3
COMS 170 or COMS 171	Data Analysis in Communication Research ³ or Survey Methods in Communication Research	3
Elective of Choice		3
Elective of Choice		3
Units		15
Year 4		
First Semester		
COMS 158	Public Relations Planning and Management	3
MKTG 101	Principles Of Marketing	3
Upper Division Major Elective ³		3
Upper Division GE Area 4 - Social & Behavioral Sciences ²		3
Elective of Choice		3
Units		15
Second Semester		
COMS 187	Issue Management and Case Studies in Public Relations	3
Upper Division Major Elective ³		3
Upper Division Major Elective ³		3
Elective of Choice		3
Elective of Choice		3
Units		15
Total Units		121

Public Relations, BA: 2-Year Roadmap

Course	Title	Units
Year 1		
First Semester		
COMS 100A	Survey of Communication Studies	3
COMS 100C	Social Scientific Methods in Communication Research	3
COMS 118	Survey of Public Relations	3
Upper Division Major Elective ³		3
Upper Division GE Area 5 or 2 - Science or Mathematical Concepts/Quantitative Reasoning ²		3
Units		15
Second Semester		
COMS 100B	Rhetoric and Social Influence 	3
COMS 106	Digital Media Creation - An Introduction	3
COMS 123	Writing for Public Relations	3
COMS 170 or COMS 171	Data Analysis in Communication Research ³ or Survey Methods in Communication Research	3
Foreign Language Semester 1 ²		4
Units		16
Year 2		
First Semester		
COMS 158	Public Relations Planning and Management	3
MKTG 101	Principles Of Marketing	3
Upper Division Major Elective ³		3
GR American Institutions (GOVT) ²		3
Foreign Language Semester 2 ²		4
Units		16
Second Semester		
COMS 187	Issue Management and Case Studies in Public Relations	3
Upper Division Major Elective ³		3
Upper Division GE Area 3 - Arts or Humanities ²		3
Upper Division GE Area 4 - Social & Behavioral Sciences ²		3
GR American Institutions (US History) ²		3
Units		15
Total Units		62

¹. Any course not completed in the first semester should be taken in the second or a later semester.

². Please see General Education/Graduation Requirement **course options** (<https://catalog.csus.edu/colleges/academic-affairs/general-education/>).

³. Please see an academic advisor for elective options.