

# PROGRAM PLANNING WORKSHEET

## PUBLIC RELATIONS

This information is provided to act as a guide for your course selection throughout your degree, and takes into account course prerequisites. Your order of courses is ultimately determined by prerequisites and course scheduling. Please note PUBR courses are only offered once per year.

### YEAR 1

#### FALL SEMESTER

- ☐ COMM 2501 - Media History and Contemporary Issues
- ☐ PUBR 1841 - Introduction to Public Relations
- ☐ PUBR 1849 - Applied Writing I for Public Relations
- ☐ GNED 11XX - Foundation Cluster 1 \_\_\_\_\_
- ☐ GNED 12XX - Foundation Cluster 2 \_\_\_\_\_

#### WINTER SEMESTER

- ☐ MKTG 2150 - Fundamentals of Marketing
- ☐ PUBR 1845 - Interpersonal Communications
- ☐ PUBR 2803 - Applied Visual Communication for Public Relations
- ☐ GNED 13XX - Foundation Cluster 3 \_\_\_\_\_
- ☐ GNED 14XX - Foundation Cluster 4 \_\_\_\_\_

### YEAR 2

#### FALL SEMESTER

- ☐ COMM 2500 - Introduction to Communication Studies
- ☐ PUBR 2845 - Financial Public Relations
- ☐ PUBR 2849 - Applied Writing II for Public Relations
- ☐ GNED Tier 2 \_\_\_\_\_
- ☐ GNED Tier 2 \_\_\_\_\_ } Must select from two of Clusters 2, 3 or 4

#### WINTER SEMESTER

- ☐ PUBR 3841 - Media Relations
- ☐ PUBR 3843 - Internal Public Relations and Member Engagement
- ☐ PUBR 3851 - Computer Mediated Communication
- ☐ GNED Tier 2, Cluster 1 \_\_\_\_\_
- ☐ GNED Tier 3, Any Cluster \_\_\_\_\_

### YEAR 3

#### FALL SEMESTER

- ☐ PUBR 3855 - Research Methods for Public Relations
- ☐ PUBR 3860 - Government Public Relations
- ☐ PUBR Year 3 Option - take one (1) of: PUBR 3867 - The Canadian Energy Industry, CSR and Sustainability PR or PUBR 3890 - Special Topics in Public Relations \_\_\_\_\_
- ☐ PUBR 4890 - Workplace Issues and Preparation Seminar
- ☐ GNED Tier 3 \_\_\_\_\_
- ☐ GNED Tier 3 \_\_\_\_\_ } Must select from two different clusters

#### WINTER SEMESTER

- ☐ COMM 3500 - Media, Culture and Communication Theory
- ☐ PUBR 3847 - Public Relations Management
- ☐ PUBR 3865 - Strategic Social Media for Public Relations
- ☐ Elective #1 \_\_\_\_\_
- ☐ Elective #2 \_\_\_\_\_

**PUBR 4891 - Public Relations Work Experience I (Spring semester between Year 3 and Year 4)**

### YEAR 4

#### FALL SEMESTER

- ☐ COMM 4501 - Roles and Practices in Contemporary Comms
- ☐ PUBR 4841 - Strategic Communication Planning
- ☐ PUBR 4860 - Issue Management, Risk and Crisis Communication
- ☐ Elective #3 \_\_\_\_\_
- ☐ Elective #4 \_\_\_\_\_

#### WINTER SEMESTER

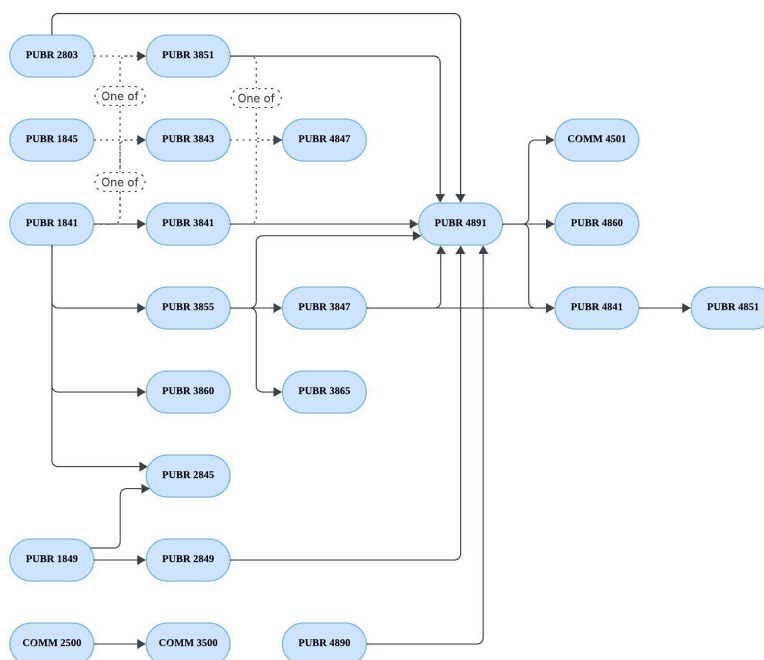
- ☐ PUBR 4847 - International and Intercultural Public Relations
- ☐ PUBR 4851 - Issues and Ethics in Public Relations
- ☐ PUBR Year 4 Option - take one (1) of: PUBR 4845 - Investor Relations or PUBR 4849 - Fund Development and Corporate Philanthropy \_\_\_\_\_
- ☐ Elective #5 \_\_\_\_\_
- ☐ Elective #6 \_\_\_\_\_

Please note: Many courses have prerequisites. All students are responsible to ensure that they have the appropriate prerequisites before enrolling in their courses. Please refer to the Mount Royal University Calendar for prerequisite listings. Every effort is made to ensure this document is up-to-date, but in the event of a discrepancy between this degree checklist and the academic calendar, the academic calendar is deemed correct.

**2026-27 CALENDAR YEAR**



## Planning your Public Relations coursework



## BCMM Terminology

The BCMM is made up of:

- **24 major** courses (these distinguish your major from others at MRU)
- **10 General Education** courses (the breadth of your degree)
- **6 elective** courses (courses of your choice, but could include minor or Honours coursework, exploratory coursework to help you choose your major, further coursework in your intended field, international exchange courses, and field school opportunities)
- **2 non-credit** courses (your work term and work term prep seminar)

**What are...**

**Prerequisites** - courses that must successfully be completed *PRIOR* to taking a higher-level course (i.e. PUBR 1849 is a pre-requisite for PUBR 2849).

**Recommended preparation** - where having prior coursework in the subject may prove beneficial to students, but is not required for higher-level courses.

## Advice from your Advisors

- Consider a balanced approach when picking your courses
  - \* Take major, general education and elective courses each semester.
  - \* Consider your personal strengths and weaknesses when picking courses to achieve a reasonable courseload and workload.
  - \* Keep in mind your commitments outside of the classroom (work, student clubs, volunteering, etc.) when determining your schedule of courses.
- Communicate any difficulties that you are having with your professor - the earlier you identify any issues, the earlier you can address them!
- The majority of your major requirements are only offered once per year in the Fall and Winter. Some of your COMM courses (e.g., COMM 2500 and COMM 2501) are offered more regularly, so plan ahead for each semester! Consult with your Advisor if you have questions.

## Outside the Classroom - Things to Consider

### FIRST YEAR



Courses include introductory / foundational requirements for your major and General Education courses

- Familiarize yourself with your major
- Attend Career Services workshops
- Attend Student Learning Services workshops
- Take advantage of a free MRU Recreation membership

### SECOND YEAR



Courses expand on foundations and takes on more specialized coursework within your discipline. Begin exploring potential minors to complement your degree

- Declare a minor
- Explore BCMM Honours program
- Join SAMRU clubs
- Meet with your Academic Advisor
- Use mruGradU8 to stay on track
- Explore international exchange, field school and summer exchange opportunities

### THIRD YEAR



Courses focus on advanced-level discipline specific material and alongside GNEDs and electives

- Prepare for your work term
- Go to workshops, panel discussions and conferences
- Explore mentorship opportunities
- Apply for BCMM Honours program
- Check in with your Academic Advisor to make sure you're on track

### FOURTH YEAR



Courses include capstone major specific requirements, requiring students to apply the knowledge they've gained at throughout their studies at MRU

- Apply to graduate
- Explore graduate degree and post-graduate opportunities
- Request a critique of your resume with Career Services via email
- Consider various research opportunities, including taking a directed readings course