

# Mount Royal University

## Bachelor of Communication - Public Relations

### Sequence of Courses 2024/25

#### Fall Semester

#### Year 1

#### Winter Semester

- COMM 2501—Media History & Contemp. Issues
- PUBR 1841—Intro to Public Relations
- PUBR 1849—Applied Writing I for Public Relations
- GNE D Foundation \_\_\_\_\_
- GNE D Foundation \_\_\_\_\_

- PUBR 1845—Interpersonal Communications
- PUBR 2803—Applied Visual Communication for PR
- MKTG 2150—Intro to Marketing
- GNE D Foundation \_\_\_\_\_
- GNE D Foundation \_\_\_\_\_

#### Fall Semester

#### Year 2

#### Winter Semester

- COMM 2500—Intro to Communication Studies
- PUBR 2845—Financial Public Relations
- PUBR 2849—Applied Writing II for Public Relations
- GNE D Tier 2 \_\_\_\_\_
- GNE D Tier 2 \_\_\_\_\_

- PUBR 3841—Media Relations
- PUBR 3843—Comm & Organizational Culture
- PUBR 3851—Computer Mediated Communication
- GNE D Tier 2 \_\_\_\_\_
- GNE D Tier 3 \_\_\_\_\_

#### Fall Semester

#### Year 3

#### Winter Semester

- COMM 3500—Media, Culture & Comm Theory
- PUBR 3855—Research Methods for PR
- PUBR 3860—Government Public Relations
- PUBR 4890—Work XP Prep Seminar (Credit-Free)
- GNE D Tier 3 \_\_\_\_\_
- GNE D Tier 3 \_\_\_\_\_

- All of:
- PUBR 3847—Public Relations Management
  - PUBR 3865—Strategic Social Media for PR
  - Elective \_\_\_\_\_
  - Elective \_\_\_\_\_
- Choose one:
- PUBR 3867—Can. Energy, CSR, & Sustainability PR
  - PUBR 3890—Special Topics in PR

#### Spring/Summer

PUBR 4891—Work Experience I (Credit-Free)

#### Fall Semester

#### Year 4

#### Winter Semester

- COMM 4501—Roles & Practices in Contemp. Comm
- PUBR 4841—Strategic Communication Planning
- PUBR 4860—Issues Mgmt, Risk & Crisis Comm
- Elective \_\_\_\_\_
- Elective \_\_\_\_\_

- All of:
- PUBR 4847—International & Intercultural PR
  - PUBR 4851—Issues & Ethics in PR
  - Elective \_\_\_\_\_
  - Elective \_\_\_\_\_
- Choose one:
- PUBR 4845—Investor Relations
  - PUBR 4849—Fund Dev. & Corporate Phil.

