

# Mount Royal University

## Bachelor of Communication - Public Relations

### Sequence of Courses 2020/21

#### Fall Semester

#### Year 1

#### Winter Semester

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

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

#### Fall Semester

#### Year 2

#### Winter Semester

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

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

#### Fall Semester

#### Year 3

#### Winter Semester

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

- All of:
- PUBR 3847—Public Relations Management
  - PUBR 3865—Strategic Social Media for PR
  - PUBR 3890—Special Topics in PR
  - Elective \_\_\_\_\_
  - Elective \_\_\_\_\_

#### Spring/Summer

PUBR 4891—Work Experience I (Credit-Free)

#### Fall Semester

#### Year 4

#### Winter Semester

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

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

#### Spring/Summer

PUBR 4892—Work Experience II (Credit-Free) OPTIONAL

NOTE: All core courses must be taken in the sequence listed above unless prior approval is received from the Chair. The program reserves the right to adjust schedule of course offerings at any time. Advising resources are available for all students in the School of Communication Studies at [www.mru.ca/commadvising](http://www.mru.ca/commadvising)

