

UCM Public Relations Online Degree Completion Program (43-351)

The voice behind the voice, "public relations" is where strategic communication and business meet. See www.ucmo.edu/pr

- ▶ The job market for our graduates is excellent; many receive offers before graduation. Meet some at www.ucmo.edu/pr.
- ▶ At UCM, anyone with a 60-credit-hour associate's degree, or comparable total hours generated, can join us "online" and graduate in 4 semesters through our innovative synchronous-asynchronous inclusive-delivery completion program.
- ▶ We use technology to bring students, faculty and curriculum together. #teamUCMPR #OpportunityInAction
- ▶ Contact the Office of Extended Studies advisors Brenda at fuhr@ucmo.edu or Katie at honomichl@ucmo.edu for details.

Option 1: Summer start date - graduate in 2 years *

Summer One

- PR 2620 Principles of Public Relations (3)
- PR Elective** (3)

Fall One

- PR 1600 Orientation to PR* (3)
- PR 3605 Survey of PR Research & Theory (3)
- PR 3610 Writing & Editing for PR (3)
- PR 3640 Integrated Strategic Communication (3)

Spring One

- PR 3620 Strategic Planning & Research for PR (3)
- PR 3525 Design & Layout (3)
- PR 4650 Public Relations & Promotional Law (3)
- PR Elective** (3)

Summer Two

- PR 4605 Public Relations Internship (3)
- PR Elective** (3)

Fall Two

- PR 4610 PR Management & Industry Practices (3)
- PR 4680 Advanced PR Writing (3)
- PR 4685 Strategic PR Case Analysis (3)
- PR Elective** (3)

Spring Two

- PR 4630 Electronic and Social Media for PR (3)
- PR 4690 Public Relations Campaigns (3)
- University Elective (3)
- University Elective (3)

Option 2: Fall start date - graduate in 2 years *

Fall One

- PR 1600 Orientation to PR* (3)
- PR 2620 Principles of Public Relations (3)
- PR 3605 Survey of PR Research & Theory (3)
- PR 3640 Integrated Strategic Communication (3)

Spring One

- PR 3610 Writing & Editing for PR (3)
- PR 3620 Strategic Planning & Research for PR (3)
- PR 3525 Design & Layout (3)
- PR 4650 Public Relations & Promotional Law (3)

Summer One

- PR 4605 Public Relations Internship (3)
- PR Elective** (3)

Fall Two

- PR 4610 PR Management & Industry Practices (3)
- PR 4680 Advanced PR Writing (3)
- PR 4685 Strategic PR Case Analysis (3)
- PR Elective** (3)

Spring Two

- PR 4630 Electronic and Social Media for PR (3)
- PR 4690 Public Relations Campaigns (3)
- PR Elective** (3)
- University Elective (3)

Summer Two

- PR Elective** (3)
- University Elective (3)

Option 3: Spring start date - graduate in 2 years *

Spring One

- PR 1600 Orientation to PR* (3)
- PR 2620 Principles of Public Relations (3)
- PR 3605 Survey of PR Research & Theory (3)
- PR 3640 Integrated Strategic Communication (3)

Summer One

- PR Elective** (3)
- University Elective (3)

Fall One

- PR 3610 Writing & Editing for PR (3)
- PR 3620 Strategic Planning & Research for PR (3)
- PR 3525 Design & Layout (3)
- PR 4650 Public Relations & Promotional Law (3)

Spring Two

- PR 4630 Electronic and Social Media for PR (3)
- PR 4680 Advanced PR Writing (3)
- PR 4685 Strategic PR Case Analysis (3)
- PR Elective** (3)

Summer Two

- PR 4605 Public Relations Internship (3)
- PR Elective** (3)

Fall Two

- PR 4610 PR Management & Industry Practices (3)
- PR 4690 Public Relations Campaigns (3)
- PR Elective** (3)
- University Elective (3)



*Online 2+2 students can seek permission to take PR 1600 concurrently with PR 3610 or 3620
 **Approved PR electives list: PR 4600 Special Topics in PR (3-9, may be repeated up to 9 credits), PR 4605 PR Internship (3, may be taken for elective credits after 3 required 4605 credits completed), PR 4625 Innovative PR student-led agency (3-9, may be repeated up to 9 credits), PR 4627 Special Projects in Public Relations (1-3), PR 4640 Advanced PR Design (3), PR 4655 Global Sports PR (3), PR 4670 Strategic Crisis Communication (3), PR 4675 Media Training (3)