

PUBLIC RELATIONS MAJOR, BS

Campus: Westchester

PR majors may declare a minor, or pursue a double major, or dual degree in other programs offered through MCVA department; however, students must fulfill requirements separately (overlap of requirements is not permitted). Students should consult with academic advisor to learn more.

Major Completion Summary

Requirement	Credits
University Core Requirements	44-55
Major Requirements	42-43
Open Electives	30-42
Total Credits	128

University Core Requirements (44-55 Credits)

See complete University Core (<http://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Code	Title	Credits
University Core		
	Complete University Core Requirements	42-43
Total Credits		42-43

Major Requirements (42-43 Credits)

Code	Title	Credits
Required Major Courses		
MCA 180	Introduction to Public Relations	3
MCA 264	Public Relations Research	3
MCA 497	Public Relations Campaigns	3
MCA 393	Intern Program I ¹	3
Major Electives		
Select ten of the following:		30-31
MCA 209	Understanding the Mass Media	3-4
MCA 226	Writing for the Electronic Media	3
MCA 227	Writing for the Print Media	3
MCA 252	Media Production I	4
MCA 263	Event Planning for Public Relations	3
MCA 276	Story Idea Development	3
MCA 310	Case Studies in Public Relations	3
MCA 311	Ethics, Morality, and the Media	3
MCA 312	Communicating with Social Media	3
MCA 336	Propaganda	3
MCA 337	Writing Public Relations Copy	3
MCA 340	Writing for Advertising	3
MCA 354	Producing Corporate Video	3
MCA 364	Media and Strategic Communication	3
MCA 380	Crisis Communication	3
MCA 382	Celebrity Public Relations	3
MCA 350	Making Media with Drones	3
Total Credits		94-96

¹ Students are required to take MCA 393 Intern Program I for 3 credits to fulfill major requirement. Majors have permission to take an additional 3 credits of MCA 393 Intern Program I towards open electives.

Open Electives (30-42 Credits)

Code	Title	Credits
Open Electives		
Select 30-42 credits ¹		30-42
Total Credits		30-42

¹ UNV 101 First-Year Seminar: Introduction to University Community is a required open elective.

General Track

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ENG 110 or ENG 120	Composition (Depending on placement exam results) or Critical Writing	3
MCA 180	Introduction to Public Relations	3
Two Learning Community (LC) courses		6
Credits		16
Spring		
See advisor for approved MAT selection		3
MCA 264	Public Relations Research	3
One elective course in subject MCA		3
Open Elective Course		3
ENG 120	Critical Writing	4
Credits		16
Second Year		
Fall		
One elective course in subject MCA		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Take any one remaining Area of Knowledge course		3
One Civic Engagement (CE) course		3
Credits		15
Spring		
Take any one remaining Area of Knowledge course		3
Open Elective Course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
ENG 201	Writing in the Disciplines	3
Credits		15
Third Year		
Fall		
Take any one remaining Area of Knowledge course		3
First Second Language Course. See Advisor for guidelines		3
One Lab science course		3
Open Elective Course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Credits		18
Spring		
Take any one remaining Area of Knowledge course		3

Take any one remaining Area of Knowledge course		3
Second Language Course, if applicable		3
One elective course in subject MCA		3
Open Elective Course		3
One elective course in subject MCA		3
	Credits	18
Fourth Year		
Fall		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
COM 200	Public Speaking	3
MCA 393	Intern Program I	3
Open Elective Course		3
	Credits	15
Spring		
Take any one remaining Area of Knowledge course		3
Open Elective Course		3
Open Elective Course		3
One elective course in subject MCA		3
MCA 497	Public Relations Campaigns	3
	Credits	15
	Total Credits	128

Public Relations, BS/Communications and Digital Media, MA Track

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
ENG 110 or ENG 120	Composition (Depending on placement test results) or Critical Writing	3
MCA 180	Introduction to Public Relations	3
Two Learning Community (LC) courses		6
	Credits	16
Spring		
See advisor for approved MAT selection		3
MCA 264	Public Relations Research	3
One elective course in subject MCA		3
ENG 120	Critical Writing	4
Open Elective Course		3
	Credits	16
Second Year		
Fall		
One elective course in subject MCA		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Take any one remaining Area of Knowledge course		3
One Civic Engagement (CE) course		3
	Credits	15
Spring		
Take any one remaining Area of Knowledge course		3
One elective course in subject MCA		3

Open Elective Course		3
One elective course in subject MCA		3
ENG 201	Writing in the Disciplines	3
Credits		15
Third Year		
Fall		
Take any one remaining Area of Knowledge course		3
First Second Language Course. See Advisor for guidelines		3
One Lab science course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Credits		15
Spring		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
Second Language Course, if applicable		3
Open Elective Course		3
One elective course in subject MCA		3
One elective course in subject MCA		3
Credits		18
Fourth Year		
Fall		
Take any one remaining Area of Knowledge course		3
Take any one remaining Area of Knowledge course		3
COM 200	Public Speaking	3
MCA 393	Intern Program I	3
MCA 601	Industry Theory and Practice	4
Credits		16
Spring		
Take any one remaining Area of Knowledge course		3
MCA 603	Effective Speaking for Industry Professionals	4
MCA 610	Communications Research	4
One elective course in subject MCA		3
MCA 497	Public Relations Campaigns	3
Credits		17
Fifth Year		
Fall		
MCA 602	Writing for Organizations	4
One elective course in subject MCA		4
One elective course in subject MCA		4
Credits		12
Spring		
One elective course in subject MCA		4
One elective course in subject MCA		4
MCA 693	Internship (Thesis)	4
Credits		12
Total Credits		152