PUBLIC RELATIONS MAJOR, BS

Campus: Westchester

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			
Required Major Courses				
MCA 180	Introduction to Public Relations			
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			
MCA 227	Writing for the Print Media			
MCA 252	Media Production I			
MCA 263	Event Planning for Public Relations			
MCA 276	Story Idea Development			
MCA 310	Case Studies in Public Relations			
MCA 311	Ethics, Morality, and the Media			
MCA 312	Communicating with Social Media			
MCA 336	Propaganda			
MCA 337	Writing Public Relations Copy			
MCA 340	Writing for Advertising			
MCA 354	Producing Corporate Video			
MCA 364	Media and Strategic Communication			
MCA 380	Crisis Communication			
MCA 382	Crisis Communication Celebrity Public Relations			
MCA 350	Making Media with Drones			
Total Credits		94-96		

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

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