

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	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.