



COLLEGE OF HUMAN DEVELOPMENT,
CULTURE, AND MEDIA

SETON HALL UNIVERSITY

2023-24 CATALOGUE

PUBLIC RELATIONS



Total Credits: 48

Required Courses (33 credits)

- COJR 1421 Writing for the Media
- COMM 1670 Introduction to Communication Theory
- COMM 2134 Communication Ethics
- COMM 2623 Persuasive Speaking or COMM 2625 Public and Presentation Speaking
- COMM 2640 Organizational Communication
- COJR 2136 Media Law
- COJR 2431 American Journalism
- COPR 2135 PR Research
- COPR 2512 Public Relations I: Intro to PR
- COPR 3522 Public Relations II: Strategic Planning and Client Relations
- COPR 5599 Senior Seminar in Public Relations

Electives (15 credits)

One of the following:

- COJR 2240 Media Criticism
- COJR 3432/ WMST 3432 Gender and the Media
- COPR 2998 Managing Reputation and Crisis Communication

Two of the following:

- COJR 2421 News Reporting
- COJR 4424 Broadcast News Writing and Presentation
- COPR 2515 Integrated Communication
- COPR 2521 Print Advertising

Two of the following:

- COPR 2999 Basic Video
- COJR 3428 News Editing

Allowable Elective Substitutions:

- COPR 2114 Sports Public Relations
- COPR 2631 Nonprofit Communication and Public Relations
- COPR 2997 International Public Relations

Other special topics/new courses as approved by adviser

GRADE EARNED

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What great minds can do.