

Public Relations BA

2016-2017 Academic Year

School of Continuing Studies

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GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2016-2017

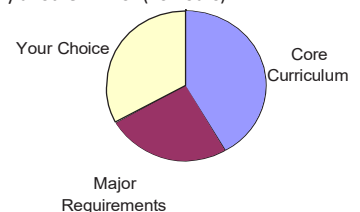
DEGREE: **BACHELOR OF ARTS**

TOTAL CREDITS: 120

MAJOR: **PUBLIC RELATIONS**

MINIMUM CUMULATIVE GRADE POINT AVERAGE: 2.0

MINIMUM MAJOR GRADE POINT AVERAGE: 2.0

CORE CURRICULUM REQUIREMENTS			MAJOR REQUIREMENTS	30 CREDITS
Area	Credits	To Be Selected From	Required Courses	
First Year Writing	4	ENGL 1010 or Equivalent	MDAR 1010 – Introduction to Media Arts	
TIDES – 1 course in fall semester	1-1.5		MDAR 2610 – Principles of PR	
Foreign Language – Competence at 2030-Level (1-4 courses depending on placement and language)	3-12	Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish	MDAR 3610 – Public Relations Campaigns	
Cultural Knowledge – Humanities/ Fine Arts 1 Humanities 1 Fine Arts 1 Humanities or Fine Arts	9	Courses from departments designated Humanities and Fine Arts	MDAR 3650 – Internet PR	
Cultural Knowledge – Social Science 3 courses from 2 different disciplines	9	Courses from departments designated Social Science	JOUR 2010 – Introduction to Journalism	
Quantitative Reasoning	3-4	Math or PHIL 1210	MDAR 2050 – Media and the Law	
Scientific Inquiry – 1 Lab Science 1 Science or Math 1 Science or Math	10-12	Courses from departments designated Science and Math	MDAR 2100 – Visual Communications	
Writing Intensive	4		MDAR 5010 – Media Arts Practicum	
Public Service – 1 st Tier 2 nd Tier		1000-3000-Level 3000-Level or Above	Elective Courses – 6 credits	
Western Traditions	3	Refer to Undergraduate Core Curriculum Guide	Select one from the following:	
Outside Western Traditions Or Comparative Cultures Intl. Perspectives	3	Refer to Undergraduate Core Curriculum Guide	MDAR 2810 – Web Design I	
			MDAR 2350 – Graphic Design I	
			JOUR 3400 – Online Journalism	
			Select one from the following:	
			MDAR 2010 – Ethical issues in the Media	
			BSMT 3380 – Business Ethics	
			NDA	
			<p>To complete the required 120 hours, you may choose to take additional courses:</p> <ol style="list-style-type: none"> In your major Of interest to you To satisfy another major (32 hours) To satisfy another minor (16 hours)  <p>The pie chart illustrates the 120-hour requirement breakdown. It is divided into three segments: 'Your Choice' (yellow, approximately 33%), 'Core Curriculum' (blue, approximately 33%), and 'Major Requirements' (maroon, approximately 33%).</p>	

- The Degree Plan and other information provided in this booklet serve only as advising tools. Newcomb-Tulane College advisors will help advise you on the core-curriculum, decide on a major, and consult on any academic success issues.
- Your major advisor (Paul Greenberg (504 865-5555) or pgreenbe@tulane.edu) will advise you on major requirements.
- Students with multiple majors will have more than one advisor and will need to consult with the appropriate advisor.
- Be in the Know about your major! By declaring early, you have access to a major advisor, are able to enroll in "majors only" classes, and are on list serves that enable you to receive information about events, internships, and opportunities.
- Pre-med and Pre-law students should also consult with the health professions advisors or the pre-law advisor.

What Can I Do with a Major in...

Public Relations BA

GENERAL INFORMATION

- Develop excellent communication skills, verbal and written.
- Demonstrate enthusiasm and energy for the field.
- Be prepared to start at the bottom and work up to positions of greater responsibility. Expect to complete administrative tasks in entry-level jobs.
- Participate in co-curricular activities and related organizations to develop skills. Join on-campus and national professional associations related to public relations.
- Obtain additional or advanced degrees to enhance knowledge of specific areas of interest.

SKILLS

- Public speaking skills
- Interpersonal skills
- Decision making skills
- Objectivity
- Thorough knowledge of social media
- Teamwork skills
- Tenacity
- Discretion and good judgment
- Written communication skills
- Time/task management skills
- Organizational skills
- Computer skills
- An eye for detail
- Relationship development skills
- Multitasking abilities
- Common sense, perception and intuition
- Creativity
- Social Media / Digital Public Relations

CAREER AREAS

ACCOUNT MANAGEMENT

- Issues Management
- Employee or Member Relations
- Media Relations
- Research

EMPLOYERS

- Public relations firms
- Various private and public organizations and institutions, individuals and events
- PR departments in large corporations

PUBLIC AFFAIRS

- Government Relations
- Risk and Crisis Communication
- Campaign Marketing and Fundraising
- World Affairs and Diplomacy
- Media Relations

- Government agencies (local, state & federal)
- Chambers of commerce and tourism councils
- Foreign embassies
- Campaign committees, coalitions, initiatives and networks

BUSINESS AND INDUSTRY

- Customer Service
- Direct Marketing

- Public and private corporations
- Consulting firms
- Marketing companies
- Internet marketers
- Sport and athletic organizations
- Retail stores

If you think you might be interested in this major, but you are not absolutely sure, an exploratory advisor can help you explore major and career options, please go to:



If you are interested in information about Law Professions, please go to:



If you are interested in information about Health Professions, please go to:



What Can I Do with a Major in...

Public Relations BA

NON-PROFIT AND EDUCATION

- Public Relations
- Fundraising
- Promotion
- Event Planning
- Service Marketing
- Administration
- Community Affairs

- Museums
- Charities and foundations (i.e. within the areas of environment, arts, multicultural initiatives, religion and health)
- Hospitals and healthcare providers
- Colleges and universities
- Social service agencies
- Nonprofit organizations
- Professional associations

PROFESSIONAL ORGANIZATIONS

Alliance for Women in Media
www.allwomeninmedia.org

American Association of Advertising Agencies
www.aaaa.org

American Marketing Association
www.marketingpower.org

Council of Public Relations Firms
www.prfirms.org

International Association of Business Communicators
www.iabc.org

International Public Relations Association
www.ipra.org

National Association of Government Communicators
www.nagconline.org

National Black PR Society
www.nbprs.org

Public Relations Society of America
www.prsa.org

RELATED WEBSITES & ASSOCIATIONS

Indeed PR Jobs
www.indeed.com/q-Public-Relations-jobs.html

O-Dwyer's Career Center
<http://jobs.odwyerpr.com>

PR Crossing
www.prcrossing.com

PR Jobs
www.prweekjobs.com

PR News' Job Board
www.prnewsonline.com/resources/pr_jobs.html

PRSA Job Listings
www.prsa.org/jobcenter

*For Jobs, internships, resume assistance,
interviews, and self-assessments, please
go to:*



*Tulane University is committed to your academic success
and provide several services to assist.*