

Public Relations, BA (New York)

This program is designed to teach public relations and strategic communication theories and practices, with an emphasis on enhancing the ability to promote the image and mission of an organization or business.

Students study various facets of PR from brand promotion, content creation, and social media to crisis communication, media relations, community relations, reputation management, and marketing communications. A particular focus will be on sophisticated training in the latest communication techniques including social media, web communications and videography, as well as data analytics and data-driven storytelling.

Program graduates will be equipped with the technical skills they need to break into the PR field and the management skills they need to advance in the professional arena. The needs for these skills have increased exponentially in recent years as diverse organizations understand that they need to develop effective messaging communicated in visual, textual, and audio form through multi-, online, and social media. The goal of the program is to empower students to promote the public agenda of employers ranging from industry leaders, to mission-driven organizations, to strategic communications groups, and to political consulting firms.

This program is currently only available to former Marymount Manhattan College students who are eligible for continued enrollment at Northeastern University. This program includes required courses that will be taught on ground at the Northeastern New York City campus.

Program Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified and complete any additional courses needed beyond specific college and major requirements to satisfy graduation credit requirements.

Universitywide Requirements

All undergraduate students are required to complete the Universitywide Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/university-wide-requirements/>).

BA Language Requirements

All BA students are required to complete the BA degree language requirements, for a total of 12 semester hours of language study or demonstrated equivalent proficiency, as described in Additional Requirements for BA students (<https://catalog.northeastern.edu/undergraduate/university-academics/general-education-requirements/#additionalrequirementsforbaprogramstext>). Successful demonstration of proficiency does not reduce total minimum semester hours of study required to earn the BA degree.

NUpath Requirements

All undergraduate students are required to complete the NUpath Requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/general-education-requirements/#nupathtext>).

New York State Liberal Arts and Sciences Requirements

All undergraduate students enrolled in programs at the New York campus are required to fulfill New York State Liberal Arts and Sciences requirements (<https://catalog.northeastern.edu/undergraduate/university-academics/general-education-requirements/#nyliberalartsandsciencestext>).

Major Requirements

Code	Title	Hours
Introduction to College		
COMM 1000 or JRNL 1000	Communication Studies at Northeastern Journalism at Northeastern	1
Foundation Courses		
COMM 1113	Business and Professional Speaking	4
JRNL 5311	Design for Storytelling	4
JRNL 5480	Research for Media Strategy	4
PREL 3625	Public Relations Practice	4
A grade of C or better is required for the following:		
JRNL 2200	Writing for Public Relations	4
PREL 1425	Public Relations Principles	4
Introductory/Intermediate Electives		
Complete two of the following (and any required corequisites):		8

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COMM 1210	Persuasion and Rhetoric	
COMM 1225	Communication Theory	
COMM 1231	Principles of Organizational Communication	
COMM 1255	Communication in a Digital Age	
COMM 2303	Global and Intercultural Communication	
COMM 2510	Social Media Analytics	
JRNL 1101 and JRNL 1102	Journalism 1: Fundamentals of Reporting and Writing and Journalist's Toolbox	
JRNL 1150	Understanding Today's News	
JRNL 2301	Visual Storytelling in Journalism	
Advanced Electives		
Complete three of the following (other courses may be proposed in consultation with your academic advisor):		12
COMM 3320	Political Communication ¹	
COMM 3409	Advocacy Writing	
COMM 3500	Environmental Issues, Communication, and the Media ¹	
COMM 4102	Health Communication Campaigns ¹	
COMM 4631	Crisis Communication and Image Management	
JRNL 3610	Digital Storytelling and Social Media	
JRNL 4650	Ethics and Diversity in the News Media	
JRNL 5400	Media and Advocacy in Theory and Practice	
JRNL 5420	Public Relations Strategies for Managing Scandal in Business and Politics	
Subject Expertise		
Complete three electives in the subject of your interest (e.g., public health, computer science, biology) in consultation with your advisor.		12
Capstone		
COMM 4608	Strategic Communication Capstone	4

¹ Students interested in a PlusOne program in the School of Journalism or Department of Communication Studies should take the graduate version of these courses.

Major Credit Requirement

60 semester hours in the major

Optional Co-op

Code	Title	Hours
Successful completion of EXED 2000 is required for participation in co-op. (https://catalog.northeastern.edu/undergraduate/academic-policies-procedures/cooperative-education/)		
EXED 2000	Professional Development for Co-op	1
COOP 3945	Co-op Work Experience	0
or COOP 3946	Co-op Work Experience—Half Time	
or COOP 3947	Co-op Work Experience Abroad—Half Time	
or COOP 3948	Co-op Work Experience Abroad	

Program Requirements

128 overall semester hours required