

Business Administration and Public Relations, BS (Boston)

The combined major in business and public relations focuses on the intersection of communications and business at a time when it is more important than ever for companies to convey important information to their key stakeholders including employees, investors, regulators, and the political community, as well as to the general public. Communications have always been a vital component of effective business strategies. But in an ever-expanding, always-on information environment driven by social media and a dizzying array of commentators and influencers, businesses must be able to use a range of traditional and nontraditional communications to control their corporate stories and protect their reputations. The combined major is designed to integrate modern PR practices with a thorough analysis of the challenges facing businesses today to enable students to go on to support companies as they seek to communicate confidently and effectively.

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/>).

NUpath Requirements

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

Foundational Courses

Code	Title	Hours
Introduction to College		
BUSN 1102 or JRNL 1000	Personal Skill Development for Business Journalism at Northeastern	1
Professional Development		
BUSN 1103 or EEAM 2000	Professional Development for Business Co-op Professional Development for Co-op	1

Business Requirement

Code	Title	Hours
ACCT 1201	Financial Accounting and Reporting	4
ECON 1115 or ECON 1116	Principles of Macroeconomics Principles of Microeconomics	4
MATH 1231 or MATH 1241 or MATH 1245 or MATH 1340 or MATH 1341	Calculus for Business and Economics Calculus 1 Calculus with Applications Intensive Calculus for Engineers Calculus 1 for Science and Engineering	4
MGSC 2301 or MATH 2280 or MATH 3081	Business Statistics (It is highly recommended that students take MGSC 2301) Statistics and Software Probability and Statistics	4

Business Elective

Code	Title	Hours
Complete three of the following in consultation with your advisor.		
ACCT 2301	Profit Analysis for Managers and Advisors	12
FINA 2201	Financial Management	
INNO 2301	Innovation!	
INTB 1203	International Business and Global Social Responsibility	
MISM 2301	Introduction to Information Systems and Digital Technologies	
MKTG 2201	Introduction to Marketing	
ORGB 3201	Organizational Behavior	

or ORGB 3203	Behavioral Aspects of Digital Transformation
SCHM 2301	Supply Chain and Operations Management

Concentrations

One of the following business concentrations is required and a second concentration is optional:

- Accounting (<https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting/>)
- Accounting and Advisory Services (<https://catalog.northeastern.edu/undergraduate/business/concentrations/accounting-advisory-services/>)
- Brand Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/brand-management/>)
- Business Analytics (<https://catalog.northeastern.edu/undergraduate/business/concentrations/business-analytics/>)
- Corporate Innovation (<https://catalog.northeastern.edu/undergraduate/business/concentrations/corporate-innovation/>)
- Entrepreneurial Startup (<https://catalog.northeastern.edu/undergraduate/business/concentrations/entrepreneurial-startups/>)s
- Finance (<https://catalog.northeastern.edu/undergraduate/business/concentrations/finance/>)
- Fintech (<https://catalog.northeastern.edu/undergraduate/business/concentrations/fintech/>)
- Healthcare Management and Consulting (<https://catalog.northeastern.edu/undergraduate/business/concentrations/healthcare-management-consulting/>)
- International Business (<https://catalog.northeastern.edu/undergraduate/business/concentrations/international-business/>) (available only as a second concentration)
- Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/management/>)
- Management Information Systems (<https://catalog.northeastern.edu/undergraduate/business/concentrations/management-information-systems/>)
- Marketing (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing/>)
- Marketing Analytics (<https://catalog.northeastern.edu/undergraduate/business/concentrations/marketing-analytics/>)
- Social Innovation and Entrepreneurship (<https://catalog.northeastern.edu/undergraduate/business/concentrations/social-innovation-entrepreneurship/>)
- Supply Chain Management (<https://catalog.northeastern.edu/undergraduate/business/concentrations/supply-chain-management/>)

Public Relations Requirement

Code	Title	Hours
COMM 1113	Business and Professional Speaking	4
JRNL 2200	Writing for Public Relations	4
PREL 1425	Public Relations Principles	4
PREL 3625	Public Relations Practice	4

Public Relations Electives

Code	Title	Hours
Introductory Level		
Complete two of the following:		8
COMM 1210	Persuasion and Rhetoric	
COMM 1231	Principles of Organizational Communication	
COMM 1255	Communication in a Digital Age	
COMM 1320	How to Be Reasonably Funny	
COMM 2303	Global and Intercultural Communication	
COMM 2510	Social Media Analytics	
JRNL 1150	Understanding Today's News	
PREL 2325	Influencing the Influencers	
Advanced Level		
Complete three of the following:		12
COMM 3409	Advocacy Writing	
COMM 4631	Crisis Communication and Image Management	
JRNL 3610	Digital Storytelling and Social Media	
PREL 3627	Critical Thinking About Public Relations Strategies	
PREL 5311	Design for Public Relations	

Capstone Requirement

Code	Title	Hours
STRT 4501	Strategy in Action	4
or COMM 4608	Strategic Communication Capstone	

Integrative Requirement

Code	Title	Hours
JRNL 5400	Media and Advocacy in Theory and Practice	4
or JRNL 5480	Research for Media Strategy	

Experiential Requirement

Code	Title	Hours
Complete at least one of the following:		0-8
BUSN 4945	Experiential Professional Practicum	
COOP 3945	Co-op Work Experience	
COOP 3946	Co-op Work Experience--Half Time	
COOP 3947	Co-op Work Experience Abroad--Half Time	
COOP 3948	Co-op Work Experience Abroad	
EEBA 2945	Internship Experience	
EEBA 2948	Internship Experience Abroad	

Business GPA Requirement

Minimum 2.000 GPA required in business courses

Program Requirement

128 total semester hours required