Undergraduate Degree Requirements (ABJ)
Public Relations

Analyze, think creatively, write, plan or make public policies for large or small businesses.

Students learn to communicate the value, service, product or mission of an organization to the public and receive feedback from the community in return. Public relations are a comprehensive communication effort in seven defined areas: special events planning, media use, public speaking, fundraising, programming, research and writing/editing. Career opportunities include entry-level positions in corporate relations, public opinion research, nonprofit and education fundraising, political campaigning and trade association lobbying.

MAJOR REQUIREMENTS (28 credit hours)

- ADPR 3850  Intro to Public Relations (3 hrs.)
- JOUR 3410  News Writing & Reporting (4 hrs.)
- ADPR 3510  Public Relations Research (3 hrs.)
- ADPR 3520  Graphic Communications (3 hrs.)
- ADPR 5910  Public Relations Administration (3 hrs.)
- ADPR 5920  Public Relations Communication (3 hrs.)
- ADPR 5950  Public Relations Campaigns (3 hrs.)
- JRLC 5040  Law of Mass Communication (3 hrs.)
- MARK 3001  Principles of Marketing (3 hrs.)

MAJOR ELECTIVES (Select 6 credit hours from the options below)

- ADPR 3100  Principles of Advertising (3 hrs.)
- ADPR 3110  Advertising Message Strategy (3 hrs.)
- ADPR 5011  PR Internship (1 to 3 hrs.)
- ADPR 5170  Independent Studies in PR (3 hrs.)
- ADPR 5990  Special Topics in PR (3 hrs.; topic varies each semester)
- Any ADPR class
- Any JOUR class
- Any JRLC class
- Any TELE class
- Any 3000-level or higher NMIX class

GET INVOLVED

Spend an hour of your time with the Public Relations Student Society of America (PRSSA) when they meet on Wednesday nights or drop in on one of the AD Club’s upcoming events. Write a PR article for an Athens business and submit it to the Red & Black’s editorial board to be published. Stop by WUGA’s office and ask the student-run radio station if they will include a public service announcement you wrote on the next show. Students may participate in our award-winning clubs and organizations both as pre-journalism students and while studying in Grady College. The opportunities are simply too good to pass up!

For a complete list of Grady student organizations visit the Grady web site (www.grady.uga.edu) and select the link for “Undergraduate,” then “Student Organizations.” Also, check out these selected Web sites for more information.