Degree Benefits
In recent years, public relations has become more complex and important to the success of myriad organizations. While organizational advocacy is still a prominent function of practitioners, the expanding role of public relations departments and agencies continues to gain respectability and significance. This program of study creates graduates who understand how public opinion emerges and changes; it provides students with the tools for helping clients track changes in public opinion. Students who complete the degree requirements may advise a wide variety of organizations regarding their public's responses to policies, programs, campaigns and messages. Individuals in public relations must be highly skilled creators of messages using an ever-increasing variety of media.

Job Options
Recent reports in trade magazines and newspapers indicate that public relations is one of the fastest growing professions in the world. Increasingly, organizations now depend on public relations professionals daily. Schools, churches, governmental agencies, universities, volunteer groups, professional societies and labor unions employ public relations services more than ever. Instruction enables students to construct messages (e.g., press kits, backgrounds, brochures, displays, etc.) designed to meet a client's public relations objectives. Classroom activities encourage students to counsel clients regarding image management, financial relations, crisis management, government relations, or the design and evaluation of public relations techniques and campaigns. Courses also focus on developing knowledge and skills related to public opinion research, campaign management and campaign assessment. Over the past five years, almost two-thirds of salaried public relations specialists worked in educational industries, membership organizations, health care organizations, social service agencies and advertising agencies. A small percentage of public relations specialists are self-employed.

Program Objectives
Most employers believe that the education of public relations practitioners should be as broadly based as possible. Thus, majors are advised to take courses in journalism, business, marketing, psychology, math and computer science, English, communication law and policy, and graphic communications. Communication studies faculty members seek to prepare graduates for jobs with long hours, stressful deadlines and schedules that must be ignored to work on “crisis” situations. The public relations professional may be responsible for many activities, such as answering calls for information, briefing executives, writing speeches, producing displays, conducting surveys and research, and negotiating with advertising departments. The goal of the public relations faculty shall be to provide students with the educational experiences necessary for serving clients in at least four critical roles as a:
- Monitor of public opinion and change.
- Voice of the corporate conscience.
- Advocate for organizational clients.
- Monitor of corporate policies and programs.

Communication Minor
The College of Liberal Arts offers the opportunity to minor in numerous academic programs. Students may choose minors among areas in art, communication studies, earth science, English, foreign languages, history, philosophy, psychology, social sciences and theatre. A total of 21 credits must be completed in a minor. Communication studies minors are available in public communication, public relations and television production.

Cal U Advantages
The department receives inquiries from regional agencies, municipalities, hospitals and businesses seeking public relations interns. Internships are available for juniors and seniors with a 3.0 grade-point average in their major. A campus chapter of the Public Relations Student Society of America (PRSSA) exists at Cal U. It is the student division of the Public Relations Society of America, the national organization for professionals in the field.

BACHELOR OF ARTS
PUBLIC RELATIONS — 120 CREDITS
The following eight-semester schedule of courses provides a recommended framework for completing this program of study in four years. To ensure that they are making satisfactory academic progress, students should consult with their faculty adviser, ensure that they complete necessary prerequisites and required courses in sequence, and complete a minimum of 15 credits each semester.
COMMUNICATION STUDIES: PUBLIC RELATIONS

Freshman Year
First Semester .................................................................16 credits
UNI 100 First-Year Seminar .........................................................1 cr.
ENG 101 English Composition I ....................................................3 crs.
COM 100 Perspectives on Communication ...................................3 crs.
COM 101 Oral Communication ....................................................3 crs.
General Education Courses .........................................................6 crs.

Second Semester .................................................................15 credits
ENG 102 English Composition II ..................................................3 crs.
COM 106 Introduction to Mass Communication .........................3 crs.
General Education Courses .........................................................9 crs.

Sophomore Year
Third Semester ...........................................................................15 credits
COM 203 Intro to Public Relations .................................................3 crs.
Specialized Writing Elective ........................................................3 crs.
General Education and/or Minor and/or Elective Courses ...................9 crs.

Fourth Semester ...........................................................................15 credits
COM 303 PR Applications ..........................................................3 crs.
ART 127 Introduction to Graphic Design ......................................3 crs.
General Education and/or Minor and/or Elective Courses ...................9 crs.

Program Contact Information
Contact the Department of Communication Studies by phone at 724-938-4170.

Junior Year
Fifth Semester ...........................................................................15 credits
COM 381 Communication Research and/or Specialized Writing Elective and/or General Education, Minor or Elective Courses ...........................................15 crs.

Sixth Semester ...........................................................................15 credits
COM 350 Persuasion .................................................................3 crs.
COM 370 Communication Law and Policy ...................................3 crs.
COM 381 Communication Research and/or Specialized Writing Elective and/or General Education, Minor or Elective Courses ...........................................9 crs.

Senior Year
Seventh Semester .......................................................................15 credits
COM 436 PR Cases and Problems .................................................3 crs.
COM 381 Communication Research and/or COM 490 Communication Theory and/or COM 499 Career Design Strategies and/or Specialized Writing Elective and/or General Education, Minor or Elective Courses ...........................................12 crs.

Eighth Semester .......................................................................15 credits
COM 438 PR Campaign Management .........................................3 crs.
COM 381 Communication Research and/or COM 490 Communication Theory and/or COM 499 Career Design Strategies and/or Specialized Writing Elective and/or General Education, Minor or Elective Courses ...........................................12 crs.

Department Website
www.calu.edu/academics/programs/communication-studies

QUESTIONS
ABOUT ADMISSIONS?
Office of Admissions
California University of Pennsylvania
250 University Ave.
California, PA 15419-1394
Phone: 724-938-4404
Toll-free: 888-412-0479
Fax: 724-938-4564
E-mail: inquiry@calu.edu

FINANCIAL AID
For information on student loans and undergraduate scholarships, visit www.calu.edu or call 1-888-412-0479.

ABOUT US
California University of Pennsylvania is a proud member of the Pennsylvania State System of Higher Education. Located in the borough of California, just 35 miles from Pittsburgh, Cal U serves about 8,200 undergraduate and graduate students.

- Cal U's main campus houses academic buildings, dining and recreation facilities, and six suite-style residence halls.
- Cal U's upper campus includes the Vulcan Village apartments, athletic facilities at Roadman Park, and space for student meetings and outdoor recreation at SAI Farm.
- Cal U Global Online is the University's virtual campus, offering degree and certificate programs 100% online.

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