

PUBLIC RELATIONS MAJOR (B.S.)

The Public Relations (PR) Major introduces students to strategic communication planning, content creation, problem solving, and relationship building between individuals, organizations, and companies and their various publics. Public relations professionals can move from writing a news release to planning a product launch to countering a negative story in the media—the Public Relations Major prepares the next generation of professionals to accomplish these tasks.

Public Relations majors learn to craft comprehensive campaigns grounded in innovative multi-platform content. Public Relations majors are positioned to conduct audience analysis, set campaign goals and objectives, plan for media strategies and tactics, and evaluate strategic communication outcomes. Coursework, internships, and study abroad opportunities will prepare Public Relations majors for public relations, marketing, or advertising careers in various industries including entertainment, technology, health care, sports, and beyond.

Public relations professionals often play important roles in an organization's reputation management, crisis management, digital technology engagement, and corporate social responsibility. As communication channels drastically change along with the emergence of social media, artificial intelligence, and the metaverse, public relations is evolving to embrace a broader range of innovative strategies for engaging diverse audiences. Public relations professionals must create tailored and shareable content for audiences with different needs and develop sustainable relationships.

For further information about degree requirement policies and guidelines, see the Degree Requirements (catalog.bentley.edu/undergraduate/degree-requirements/) page.

Major Requirements

Major Courses (24 Credits)

Course	Title	Credits
Required Courses:		
XD 225	Designing Experiences	3
XD 240	Fundamentals of Design	3
XD 250	Introduction to Public Relations	3
XD 255	Public Relations Writing	3
XD 386	Investigations in Experience Design	3
Select three electives from the following list:		9
XD 230	Content Strategy	
XD 320	Managerial Communication	
XD 355	Global Public Relations	
XD 360	Digital Public Relations	
XD 361	Sports Public Relations	
XD 365	Crisis Communication and Management	
XD 422	Internship in Public Relations	
XD 444	Faculty-Led Study Abroad	
Total Credits		24

The Business Environment (6 Credits)

Course	Title	Credits
CS 305	Business Processes and Systems	3
MG 300	Strategic Management	3
Total Credits		6

General Degree Requirements Foundations for Success (15 Credits)

Course	Title	Credits
FDS 100	Falcon Discovery Seminar	3

Communications and Writing

Select one from:

EMS 101	Critical Reading and Writing	3
or EMS 101L	Critical Reading and Writing with Lab	
or EMS 102	Critical Reading and Writing for Multilingual Students	
or EMS 102L	Critical Reading and Writing for Multilingual Students with Lab	

And one from:

EMS 104	Multimodal Communication	3
or EMS 105	Multimodal Communication for Multilingual Students	

Information Technology

CS 100	Solving Business Problems with Information Technology	3
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Mathematical Sciences

Select one from:

MA 105	Mathematical Foundations for Business	3
or MA 105L	Mathematical Foundations for Business with Lab	
or MA 107	Applied Calculus for Business	
or MA 107L	Applied Calculus for Business with Lab	
or MA 131	Calculus I	
or MA 131L	Calculus I with Lab	

Total Credits		15
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Context and Perspectives (18 Credits)

Course	Title	Credits
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Students must take six courses, one in each category of

Context and Perspectives:

Culture, Change, and Behavior (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior)

Globalization (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization)

Institutions and Power (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower)

Race, Gender, and Inequality (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality)

Scientific Inquiry (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry)

Values, Ethics, and Society (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety)

Total Credits	18
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Business Dynamics/Business Administration Minor (18 Credits)

Course	Title	Credits
All courses are required:		
AC 115	Introduction to Financial Reporting and Analysis	3
EC 111	Principles of Microeconomics	3
FI 118	Introduction to Finance	3
LA 100	Business Law	3
MG 116	Human Dynamics in Organizations	3
ST 113	Business Statistics	3
Total Credits		18

Communication Intensive

All students are required to take a three-credit course designated as a Communication Intensive. This requirement can be met within a variety of course subjects in both Arts & Sciences and Business. Communication Intensive courses are designated with a "Communication Intensive" course tag in Workday. *Transfer students with a minimum of 30 credits will be waived from the Communication Intensive requirement.*

Please note that certain majors have an additional three-credit Communication Intensive built into their major requirements, separate from the general CI requirement.

Additional Requirements

Arts and Sciences Electives (15 Credits)

Course	Title	Credits
Select five Arts & Sciences elective courses		15
Total Credits		15

Unrestricted Electives (24 Credits)

Course	Title	Credits
Select eight elective courses		24
Total Credits		24

Total: 120 Credits