



PROGRAM DESCRIPTION:

The Public Relations program is designed to prepare students for transfer to a four-year college or university offering programs in public relations, communications, and mass media. The curriculum provides a foundation in liberal arts and a background in communication theory, media writing and public relations. The program will enable students to better understand the role of public relations today in business, government, education and non-profit organizations.

POTENTIAL SKILLS TO LEARN:

Writing for various media, public speaking and presentation skills, group and interpersonal communication, persuasive tactics

COURSEWORK ENHANCEMENT ACTIVITIES AVAILABLE:

Toastmasters International • The Monroe Doctrine • Practicum/internships

WHERE WILL YOU GO?

Your MCC credits can transfer to colleges across the country. Our students have completed Bachelor's degrees at these colleges, and more:

- SUNY Brockport
- SUNY Fredonia
- SUNY Oswego
- SUNY Geneseo
- RIT
- St. John Fisher College
- Syracuse University
- Boston University
- University of Florida
- University of Southern California

CAREERS IN THE FIELD:

- Public Relations Director
- Crises Communication Specialist
- Media Trainer
- Campaign Manager
- Communications Director
- Lobbyist
- Image Consultant
- Publicist
- Press Secretary
- Fundraising Event Coordinator
- Sports Management
- Entertainment Management



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Public Relations, A.S.

1st SEMESTER

ENG 101 College Composition
or
ENG 200 Advanced Composition

COM 101 Intro to Mass Media

SPC 142 Public Speaking

PSY 101 Psychology

MTH 160 or higher

2nd SEMESTER

COM 120 Media Literacy

COM 109 An Intro to Public Relations

ANT 102 Anthropology

SPC 141 Interpersonal Speech

Elective: Any credit bearing course as recommended by program advisor
Recommended: ENG 250

3rd SEMESTER

SPC 143 Small Group Comm.

COM 130 Media Writing

SOC 101 Sociology

SUNY Natural Science*

Elective: Any credit bearing course as recommended by program advisor

4th SEMESTER

COM 270 Media and Society

COM 131 Principles of Journalism

Elective: Any credit bearing course as recommended by program advisor

Social Science Elective

Health/Physical Education

SUNY Humanities Elective*

*Refer to SUNY General Education Course Plan (www.monroec.edu/depts/advisement/gereq.htm)

MCC general electives (may not meet SUNY general education requirements):

Humanities: AAD 105; ART; CIN; COM 101, 120, 130, 131, 270; EDU 150; ENG; FOR. LA.; HIS 257; HMN; MUS; PHL; PHO 101, 106, 135, 140, 145; SPC; THE.

Social Sciences: AAD 107; ANT; ART 118, 119, 121, 240, 271; ECE 250, 251; ECO; EDU 208; GEG (except 100, 101, 104, 111, 130, 252, 253); HIS; LAW; MUS 119, 120, 150, 155, 201, 202; PHO 140, 145; PPE 208; POS; PSY; SBS; SOC; SVL 101, 106. [SS01]
Recommended: ECO 101, 111; HIS 111, 112; POS 110, 120. (MTH 104 is a prerequisite for ECO 111)

Natural Sciences: BIO; CHE; FSA 117; GEG 100, 101, 104, 111, 130, 252, 253; GEO; PHY (except 100); PPE 275; SCI. [NS03] *Recommended: A Laboratory course.*

Health/ Physical Education: HED; PE; PEC; PEH; PEJ; PEM; PEW; PPE.

06.09.14

Total Credits: 64

Please note: Program length will vary depending on number of credits taken per semester.

This is the recommended sequence of courses for this program.

Consult with an academic advisor before registering.