![Tulane University logo]

PUBLIC RELATIONS, B.A.

Overview

The mission of the Media + Design program is to provide students with the research and problem-solving skills necessary to create strategic, innovative, cultural and socially significant communication solutions. Students will understand how communication can create change through design, public relations and digital media marketing. Upon graduation, students of SoPA's Media + Design program will be prepared to enter a highly competitive workforce in the industries of graphic design, interactive design, public relations, digital media marketing and advertising.

The Media + Design Program's Public Relations major will equip students with content-rich and highly competitive skills that are necessary in the public relations and strategic communication industries. In the program, students will demonstrate mastery in the following: the fundamentals of the public relations process including research, planning, implementation and evaluation - the steps necessary for campaign development; writing for strategic communications adhering to the standards set forth by the industry; conducting primary and secondary research to aid in campaign development; understanding the legal, ethical and cross-cultural issues that pertain to public relations campaigns; and, measuring and analyzing the impact of strategic communication campaigns that include stakeholder-specific strategies and tactics (e.g. social media, earned media) through the use of various platforms and tools.

Tulane's School of Professional Advancement awards the Bachelor of Arts in Public Relations following the successful completion of 120 credits, including 36 credits in the major.

Requirements
Blocks

Blocks notate the prescribed order of coursework. Courses within each block may be taken at the same time.

Major Requirements

Course ID	Title	Credits
Block 1		**9**
DDSN 1100	Digital Design Foundations	
MDES 1120	Media Writing	
MDES 2200	Principles of Public Relations	
Block 2		**9**
MDES 2110	Media Ethics & Equity	
MDES 2210	Media Research	
MDES 2120	Media Law	
Block 3		**9**
MDES 3210	Digital Public Relations	
MDES 3220	PR Writing	
MDES 3240	PR Case Studies	
Block 4		**9**
MDES 3230	Media Relations	
MDES 4150	Capstone: Media & Design	
MDES 4210	Portfolio & Professional Practices	
Total Credit Hours		**36**

Program String and Field of Study: PAUBA_UG, MDPR

Contact

For more information, contact the School of Professional Advancement (https://sopa.tulane.edu/degrees-programs/bachelors-degrees/public-relations/).