

Mount Royal University

Bachelor of Communication - Public Relations

Sequence of Courses 2021/22

Fall Semester

Year 1

Winter Semester

- PUBR 1841—Introduction to Public Relations
- PUBR 1849—Applied Writing I for Public Relations
- COMM 2501—Media History & Contemporary Issues
- GNEC Foundation _____
- GNEC Foundation _____

- PUBR 1845—Interpersonal Communication
- PUBR 2803—Visual Communication for PR
- MKTG 2150—Introduction to Marketing
- GNEC Foundation _____
- GNEC Foundation _____

Fall Semester

Year 2

Winter Semester

- PUBR 2845—Financial Public Relations
- PUBR 2849—Applied Writing II for Public Relations
- COMM 2500—Intro to Communication Studies
- GNEC Tier 2 _____
- GNEC Tier 2 _____

- PUBR 3841—Media Relations
- PUBR 3843—Comm & Organizational Culture
- PUBR 3851—Computer Mediated Communications
- GNEC Tier 2 _____
- GNEC Tier 3 _____

Fall Semester

Year 3

Winter Semester

- PUBR 3855—Research Methods for PR
- PUBR 3860—Government Public Relations
- PUBR 4890—Work XP Prep Seminar (Credit-Free)
- COMM 3500—Media, Culture and Comm Theory
- GNEC Tier 3 _____
- GNEC Tier 3 _____

- All of:
- PUBR 3847—Public Relations Management
 - PUBR 3865—Strategic Social Media for PR
 - Elective _____
 - Elective _____
- Choose one:
- PUBR 3867—Canadian Energy Industry
 - PUBR 3890—Special Topics in PR

Spring/Summer

PUBR 4891—Work Experience I (Credit-Free)

Fall Semester

Year 4

Winter Semester

- PUBR 4841—Strategic Communication Planning
- PUBR 4860—Issues Mgmt, Risk & Crisis Comm
- COMM 4501—Roles & Practices in Contemp. Comm
- Elective _____
- Elective _____

- All of:
- PUBR 4847—International & Intercultural PR
 - PUBR 4851—Issues and Ethics in PR
 - Elective _____
 - Elective _____
- Choose one:
- PUBR 4845—Investor Relations
 - PUBR 4849—Fund Dev. & Corporate Phil.

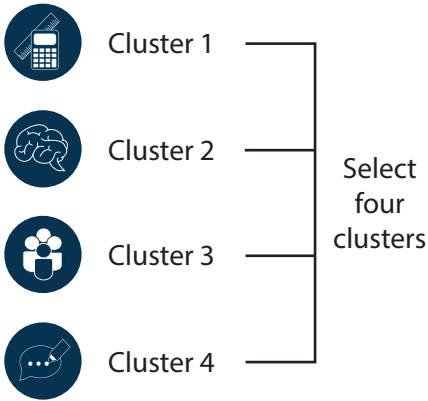
Spring/Summer

PUBR 4892—Work Experience II (Credit-Free) OPTIONAL

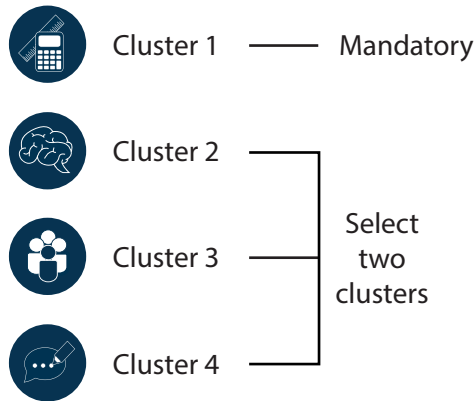
NOTE: All core courses must be taken in the sequence listed above unless prior approval is received from the Chair. The program reserves the right to adjust schedule of course offerings at any time. Advising resources are available for all students in the School of Communication Studies at www.mru.ca/commadvising

Summary of GNEDs and Elective Requirements

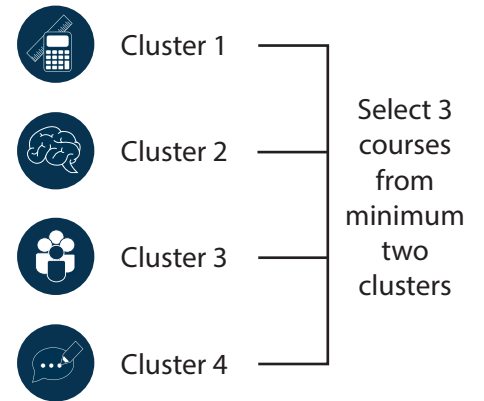
Foundation



Tier 2



Tier 3



For a complete listing of GNED courses, go to www.mtroyal.ca/gened

Cluster 1—Numeracy and Scientific Literacy

Cluster 2—Values, Beliefs and Identity

Cluster 3—Community and Society

Cluster 4—Communication

Keep track of your courses by checking mru GradU8 on your mymru account



Notes:
