

Mount Royal University

Bachelor of Communication - Public Relations

Sequence of Courses 2022/23

Fall Semester

Year 1

Winter Semester

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

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

Fall Semester

Year 2

Winter Semester

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

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

Fall Semester

Year 3

Winter Semester

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

- All of:**
- PUBR 3847—Public Relations Management
 - PUBR 3865—Strategic Social Media for PR
 - Elective _____
 - Elective _____
- Choose one:**
- PUBR 3867—Can. Energy, CSR, & Sustainability PR
 - PUBR 3890—Special Topics in PR

Spring/Summer

PUBR 4891—Work Experience I (Credit-Free)

Fall Semester

Year 4

Winter Semester

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

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

