

Mass Communication: Public Relations Option

Bachelor of Science (BS)

Public Relations Option

Creating content, establishing contacts, and maintaining connections with an ever-changing audience is the key to working in today's media industry. Southeast's Department of Mass Media prepares students to enter this fast-paced field through a combination of innovative curriculum design, access to dedicated faculty who successfully combine both professional skill sets and academic credentials, and experiential learning opportunities. Students select from one of four options to specialize in: advertising, multimedia journalism, public relations or TV/film.



The Department of Mass Media is one of the largest on Southeast's campus and one of 117 programs accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

THE HOLLAND COLLEGE OF ARTS AND MEDIA PREPARES YOU TO EARN A LIVING "DOING WHAT YOU LOVE TO DO."

/ Qualified, veteran public relations professionals interact with students in small class environments.

/ Public Relations graduates work in public relations, communication and marketing industries. Examples of job titles include PR specialist, social media manager, publicist, copywriter and account executive.

/ Students have the opportunity to use a MacBook laptop computer in the classroom during class time for departmental classes that are at the 300-level and above (MacBook laptop purchase required).

/ Public Relations majors learn to create strategic messages and visuals to build relationships between organizations and their publics.

/ Graduates earn their degrees from an accredited program that is one of about 40 worldwide that have earned Certification in Education in Public Relations (CEPR) from the Public Relations Society of America (PRSA).

/ Students have the opportunity to network with industry professionals and other students worldwide through the Public Relations Student Society of America (PRSSA).

/ Majors learn the fundamental skills of public relations writing, strategy development, multimedia production, research and relationship-building.

/ 100% of Southeast programs offer a real-world experience. Students in the major have the opportunity to gain practical experience with real clients through course work and the student-run firm, Riverfront Public Relations.

/ The path to a successful career starts with you! You can maximize your career development by working closely with Career Services and Southeast faculty – they are here to help you connect your passions, interests and skills in the arts to jobs and opportunities in the industry. Career Services provides professional career counseling and coaching, resume critiques, practice interviews, job search strategies, career events, networking opportunities and more.

Internship and Employment Opportunities of Recent Graduates

- Anheuser-Busch
- Ansira
- AT&T
- CNN (Atlanta)
- ESPN
- FleishmanHillard
- Golin-Harris
- Hoffman Media LLC
- KSDK-TV (St. Louis); KMOV-TV (St. Louis)
- MEC
- Nestle-Purina
- Osborn Barr
- Red Letter Communications, Inc.
- Saint Francis Medical Center
- St. Louis Cardinals
- *St. Louis Post-Dispatch*
- *Southeast Missourian*
- Turner Broadcasting – Turner Sports
- Universal Studios (Los Angeles)
- *Washington Post*

Admission Requirements:

To be formally admitted into the Advertising option, complete the Declaration of Major form and meet the following criteria:

1. Completion of a minimum 15-semester hours at Southeast Missouri State University or transferred from an accredited college or university.
2. Attain a minimum cumulative grade point average (GPA) of 2.0 on a 4.0 scale.
3. Completion of EN 100 or EN 140 with a minimum grade of "C."

Retention Requirements:

Maintain the following requirements to continue with advanced coursework in the major:

1. Receive a grade of "C" or higher in all required coursework within the major. Courses may be repeated to raise grades below "C."
2. Maintain a minimum cumulative 2.0 GPA and major GPA of 2.25 on a 4.0 scale. Students must have 2.25 major GPA to qualify for an off-campus internship.

NOTE: A student failing to fulfill any of the above requirements will not be allowed to continue with more advanced coursework until the above criteria are met.

Graduation Requirements:

To graduate with a major in Mass Communication, in addition to fulfilling all university requirements, satisfy the following criteria:

1. Present a minimum of "C" or higher in all required coursework within the major.
2. Present a minimum overall GPA of 2.00 on a 4.0 scale. Present a minimum departmental GPA of 2.25 on a 4.0 scale.
3. Complete 75 hours outside of the MC prefix.
4. Complete a minor or second major outside of Mass Communication.
5. Complete an assessment activity, MC 001 Exit Interview, in the final semester of coursework.

To learn more
 Office of Admissions
 (573) 651-2590
admissions@semo.edu
semo.edu

To explore
 the Holland College of Arts
 and Media online, visit
semo.edu/arts-media

For advising
 Center for Academic Advising
semo.edu/advising

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Degree Map 2020-2021

This is a guide based on the 2020-2021 Undergraduate Bulletin and is subject to change. The time it takes to earn a degree will vary based on several factors such as dual enrollment, remediation, and summer enrollment. Students will meet with an academic advisor each semester and use Degree Works to monitor their individual progress.

CURRICULUM CHECKLIST

"Critical Courses" are *italicized and bolded*. Data shows that students who have completed this course in the first two years and have earned the noted grade are most likely to complete this program of study.

Mass Communication: Public Relations Option – 36 hours – Minor Required

(NOTE: Within the 120 hours it takes to complete a BS in Mass Communication, students must complete a minimum of 75 hours outside of the MC prefix.)

(NOTE: Students taking classes within the Department of Mass Media that are at the 300 level and above will be required to have a MacBook laptop computer for use in the classroom during class time.)

Required Core Courses

A grade of 'C' or better is required in each core course except MC001 which is a credit/no credit course.

- ___ MC001 Exit Interview (0)
- ___ **MC101** *Mass Communication and Society* (3)
- ___ **MC301** *Mass Communication Theory & Research* (3)
- ___ MC304 Diversity in Communication (3)
- ___ MC401 Communication Law (3)
- ___ MCxxx Mass Media Elective Course (3)

Required Option Courses

A grade of 'C' or better is required in each required option course.

- ___ MC231 Strategic Relations (3)
- ___ MC330 Public Relations Principles (3)
- ___ MC331 Strategic Writing (3)
- ___ MC333 Strategic Production (3)
- ___ MC334 Public Relations Research and Strategy (3)
- ___ MC430 Strategic Communication Issues (3)
- ___ MC434 Public Relations Campaigns and Case Studies (3)

Required Support Courses – 6 Hours Required

A grade of 'C' or better is required in each support course.

- ___ MC382 History and Philosophy of American Mass Media (3)

Choose one course:

- ___ **MA123** *Mathematical Reasoning and Modeling* (3)
- ___ **MA155** *Statistical Reasoning* (3)

Required Minor – 15 Hours (minimum)

Students may choose any minor program of study.

General Education Requirements – some requirements may be fulfilled by coursework in major program

- Social and Behavioral Sciences – 6 hours
- Constitution Requirement – 3 hours
- Written Communication – 6 hours
- Oral Communication – 3 hours
- Natural Sciences – 7 hours (from two disciplines, one to include a lab)
- Mathematics – 3 hours
- Humanities & Fine Arts – 9 hours (from at least two disciplines)
- Additional requirements – 5 hours (to include UI100 for native students)
- Civics examination

SAMPLE FOUR-YEAR PLAN

	Fall Semester		Spring Semester	
	Course #	Hrs	Course #	Hrs
FIRST YEAR	UI100	3	MC231	3
	EN100	3	General Education	3
	MA123 or MA155	3	General Education	3
	MC101	3	General Education	3
	General Education	3	General Education	3
	Total	15	Total	15
Milestone: Admission to the Mass Communication program after the second semester.				
SECOND YEAR	General Education	3	MC301	3
	General Education	3	MC330	3
	General Education	3	MC331	3
	General Education	3	General Education	3
	Minor/Elective	3	Minor/Elective	3
	Total	15	Total	15
Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.				
THIRD YEAR	MC333	3	MC304	3
	MC334	3	MC382	3
	Minor/Elective	3	MC434	3
	Elective	3	MC Elective	3
	Elective	3	Minor/Elective	3
	Total	15	Total	15
Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.				
FOURTH YEAR	MC401	3	MC001	0
	MC430	3	Minor/Elective	3
	Minor/Elective	3	Elective	3
	Elective	3	Elective	3
	Elective	3	Elective	3
	Total	15	Total	15
Milestone: Maintain 2.0 cumulative GPA and 2.25 major GPA.				

A "Milestone" signifies a significant stage for a student in the completion of a degree.

A minimum 2.25 GPA in the major is required to graduate with a BS in Mass Communication degree.

Degree requirements for all students: a minimum of 120 credit hours, completion of the General Education program, and completion of 39 senior division hours (300-599). Refer to the Undergraduate Bulletin or Degree Works for additional graduation requirements for your program.