

# LORAS COLLEGE PUBLIC RELATIONS MAJOR COURSE GUIDE FOR NICC TRANSFER STUDENTS

The public relations program at Loras College welcomes the opportunity to work with students from NICC who are considering transferring to and pursuing a public relations major.

## **REQUIRED COURSES AT LORAS**

**COM 131 Intro. to Mass Communication**

**COM 202 PR Writing**

**COM 204 Organizational Communication**

**BUS 240 Principles of Marketing**

**COM 264 Desktop Publishing**

**COM 190 Communication Theory**

**COM 201 Principles of Public Relations**

**COM 351 Advanced PR Writing**

**COM 380 Persuasion**

**COM 454 PR Case Studies**

**COM 485 Communication Research**

**COM 490 PR Senior Seminar - PJ**

**BUS 346 Marketing/Advertising**

**3 Credits of Electives**

## **EQUIVALENT COURSES AT NICC**

**COM 140 Mass Communication\***

**COM 145 Public Relations Media**

**COM 120 Organizational Communication**

**MKT 110 Principles of Marketing**

**GRA 210 Graphic Layout & Design**

**Taken at Loras College**

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*\* Also counts towards Media Studies major*