



**MOLLOY
UNIVERSITY**

School of Arts & Sciences
Department of Communications

Communications: Public Relations and Corporate Communications B.A.

The concentration in Public Relations and Corporate Communications is ideal for those interested in careers in public relations, human resources, conflict resolution, events planning, management or administration in any industry or field and for the development of effective communication skills in any organizational or professional setting. Students enroll in hands-on content creation and studies courses, leading to an internship at a professional organization.

Essential Skills:

Essential skills refer to the knowledge gained from a liberal arts education. They provide a framework to guide students' progress toward their degree, but also prepare students for a broad range of career paths. A recent survey from the Association of American Colleges and Universities (AAC&U) shows employers "strongly agree" that "regardless of a student's field of study" liberal arts skills best prepare students to enter the job market in their career of choice. The essential skills outlined below refer to the National Association of Colleges and Employers (NACE) Career readiness guide.

1. Communication
 - a. Understand the importance of and demonstrate verbal, written, and non-verbal body language, abilities.
 - b. Communicate in a clear and organized manner so that others can effectively understand.
 - c. Frame communication with respect to diversity of learning styles, varied individual communication abilities, and cultural differences.
2. Professionalism
 - a. Act equitably with integrity and accountability to self, others, and the organization.
 - b. Maintain a positive personal brand in alignment with organization and personal career values.
 - c. Prioritize and complete tasks to accomplish organizational goals.
3. Critical Thinking
 - a. Make decisions and solve problems using sound, inclusive reasoning, and judgment.
 - b. Gather and analyze information from a diverse set of sources and individuals to fully understand a problem.
4. Leadership
 - a. Inspire, persuade, and motivate self and others under a shared vision.
 - b. Seek out and leverage diverse resources and feedback from others to inform direction.
 - c. Motivate and inspire others by encouraging them and by building mutual trust.
5. Teamwork:
 - a. Listen carefully to others, taking time to understand and ask appropriate questions.
 - b. Collaborate with others to achieve common goals.
6. Career & Self-Development
 - a. Show an awareness of own strengths and areas for career development.
 - b. Identify areas for continual academic growth while pursuing and applying feedback from instructors and peers.
 - c. Develop plans and goals for one's future career.

FIRST YEAR			
Fall Courses		Spring Courses	
COM 2550 Public Relations	3	COM 2290 Intro to Corporate Com	3
ENG 1100	3	COM 2620	3
ART/MUS (Gen. Ed.)	3	PHI (Gen. Ed.)	3
HIS/POL/PSY/SOC (Gen. Ed.)	3	HIS/POL/PSY/SOC (Gen. Ed.)	3
HIS/POL/PSY/SOC (Gen. Ed.)	3	Elective	3
FST 1000	1	PED	1
Total Credits	16	Total Credits	16
SECOND YEAR			
Fall Courses		Spring Courses	
COM 2590 Advertising	3	COM 2551 Public Relations Writing	3
COM 2270 Media Management	3	COM 3130 Interpersonal Com	3
TRS (Gen. Ed.)	3	ETH (Gen. Ed.)	3
Modern Language	3	Modern Language/Literature (Gen. Ed.)	3
Elective	3	Elective	3
Total Credits	15	Total Credits	15
THIRD YEAR			
Fall Courses		Spring Courses	
COM 3150 Organizational Com	3	COM 3320 Advanced Advertising	3
COM Elective	3	COM 3650 Research in Communications	3
Science (Gen. Ed.)	3	MAT (Gen. Ed.)	3
CORE	4	Elective	3
Elective	3	Elective	3
Total Credits	16	Total Credits	15
FOURTH YEAR			
Fall Courses		Spring Courses	
COM 4600 Internship I	3	COM 3510 Advanced Public Relations	3
Elective	3	COM 4900 Capstone	3
Elective	3	Elective	3
Elective	3	Elective	3
		Elective	3
Total Credits	12	Total Credits	15
Total Credits to Graduate			120

Honor Society

Lambda Pi Eta (LPH) is the National Communication Association's official honor society at four-year colleges and universities. LPH has more than 500 active chapters at four-year colleges and universities nationwide.

To be eligible for admission, undergraduate students must meet the following criteria:

- Complete 60 semester credit-hours (90 quarter credit-hours)
- Have a minimum overall cumulative GPA of 3.0
- Complete the equivalent of 12 semester credit-hours (18 quarter credit-hours) in Communication Studies
- Have a minimum GPA of 3.25 for all Communication Studies courses.
- Currently be enrolled as a student in good standing, as determined by the institution's policies.

Employment Information:

Representative Job Titles Related to this Major Include:

Account Executive, Event Planner, Social Media Specialist, Human Resources Coordinator, Digital Marketing Coordinator, SEO, Media Distribution, Project Manager, Marketing Director, Media Management, Senior Account Manager, Communications Specialist, Public Relations Associate, Digital Content Creator, and more.

Further Resources:

See the following resources: [National Association of Colleges & Employers: Career Readiness Defined](#), [AAC&U](#), [What Can I Do with This Major?](#), and [Molloy Undergraduate Catalog](#).

***Notice:**

This 8-semester plan is not a contract, either expressed or implied, between the University and the student, but represents a flexible program of the current curriculum which may be altered periodically to carry out the academic objectives of the University. The University specifically reserves the right to change, delete or add to any 8-semester plan at any time within the student's period of study at the University.