Convergence Media Major – Public Relations Concentration

Implemented in Fall 2013, the Public Relations concentration equips students for success in a rapidly expanding industry offering a wide array of possible career options. Designed for flexibility to meet individual student needs, the PR concentration offers multiple electives drawn from marketing and management, political communication or web-based areas of specialization. In addition to the 30-hour block of core courses required of all Convergence Media majors, students opting for the Public Relations concentration are required to take 24 hours of courses including:

- PR 472 – Public Relations Writing
- PR 473 – Public Relations Cases
- PR 478 – Public Relations Campaigns
- PR 482 – Public Relations Capstone
- CA 313 – Media Persuasion

Students additionally select nine (9) hours from among the following choices:

- AR 251 – Typography
- AR 352 – Identity Design
- AR 362 – Design for Mobile Devices
- CA 330 – Political Communication
- CA 415 – Crisis Communication
- CM 450 – Convergence Media Seminar
- MG 334 – Principles of Marketing
- MG 390 – HR Management
- MG 480 – Advanced Marketing
- PS 422 - American Public Policy

Contact Info
For those seeking additional information about the Department’s Public Relations program, please contact Dr. Matthew Thornton, Division Chair and Public Relations Advisor, at matt.thornton@lacollege.edu or call: (318) 487-7101.