

PUBLIC RELATIONS & MARKETING COMMUNICATIONS

KEY POINTS ABOUT THE MAJOR

- Curriculum focuses on hands-on, real-world content that incorporates oral and written communication, planning and visual design.
- Through required professional internships, students gain valuable work experience before graduating.
- High-achieving students will qualify for the 4+1 MBA program, where they can earn both their Bachelor's degree and MBA in five years.

"We combine the latest trends with challenging yet fun courses incorporating the practical application of public relations. Our students explore real-world problems by applying their business and communication skills to learn by doing."

- Natalie Kompa,
Assistant Professor of
Public Relations &
Marketing
Communications



Sample Four-Year Plan

The sample course plan below is a *sample* plan for your major. It does not and should not replace meeting with your Academic Advisor to map the best course plan that suits your individual academic needs and placement upon initial registration. Classes listed may not necessarily be offered during a particular term.

First Year (Freshman)

Fall Semester		Spring Semester	
ENG 110 College Writing I	3	ENG 111 College Writing II	3
PRS 201 Contemporary Issues in Reputation Mgmt	3	ECN 207 Principles of Microeconomics	3
Math Requirement (suggest MTH 140)	3	Philosophy or 100-level Theology Requirement	3
Freshman Core Seminar 179	3	Social & Behavioral Science	3
History	3	Elective	3

Second Year (Sophomore)

Fall Semester		Spring Semester	
Sophomore Core Seminar 279	3	PRS 329 Power-packed Writing for PR & Mktg. Com.	3
PRS 205 News Writing	3	BUS 220 Principles of Marketing	3
Foreign Language I	3	ART 112 Design	3
Natural Science	3	Foreign Language II	3
PRS 340 Internet Strategies	3	PRS/BUS 270 Integrated Marketing Communications	3

Third Year (Junior)

Fall Semester		Spring Semester	
PRS 352 Research Planning & Evaluation	3	Literature	3
BUS 240 Management & Organizational Behavior	3	PRS 310 Practicum with the Tower	3
Junior Core Seminar 379	3	Theology, 200-level or above	3
PRS 265 Business Writing & Presentations	3	PHL 346 Principles of Business Ethics	3
Theology Requirement	3	Minor course or elective	3

Fourth Year (Senior)

Fall Semester		Spring Semester	
PRS 421 Case Studies/Campaign Strategies	3	PRS 479 Experience & Analysis	3
Minor course or elective	3	Literature Requirement	3
PRS Elective	3	Minor course or elective	3
Minor course or elective	3	PRS 415 Workshop in Advanced PR & Mktg. Tchncs.	3
PRS 497 Internship	3	Minor Course or Elective	3

For More Information

Full course descriptions for all ODU courses are available on ODU's website. Core curriculum and four-year course blueprint are based on the 2012-2013 edition of the ODU Course Catalog.

For more information, contact your Admission Counselor or Academic Advisor at 614.251.4500 or at admissions@ohiodominican.edu.

PUBLIC RELATIONS & MARKETING COMMUNICATIONS

COURSES WITHIN THE MAJOR

- Contemporary Issues in Reputation Management
- News Writing
- Power-packed Writing for PR & Marketing Communications
- Media Design and Creative Process
- Research, Planning and Evaluation
- Case Studies / Campaign Strategies
- Professional Experience and Seminar
- Principles of Marketing
- Management and Organizational Behavior

“The small environment really allowed me to connect with my professors and outside professionals to network, gain confidence and really learn the public relations industry first-hand.”

- Erin Pope,
BA '09

Media Relations
Specialist Marketing
and Public Relations,
Nationwide Children's
Hospital, Columbus,
Ohio

OHIO DOMINICAN UNIVERSITY™

Program Overview

Curriculum focuses on hands-on, real-world content with subjects that include public relations principles, news writing, public relations and marketing communications writing, social media, management and organizational behavior, media design and case studies/campaign strategies.

Program requires internship and portfolio development.

ODU adheres to the standards established by the Public Relations Society of America for all collegiate Public Relations programs.

Why ODU?

- The vast majority of ODU students participate in internship placements in Columbus-based businesses, industries and non-profit organizations as well as government offices.
- Some students will qualify for the challenging 4+1 MBA program at ODU that allows students to earn both their Bachelor's degree and MBA in five years.
- Students will leave every public relations or marketing communications class with tangible work samples to add to their professional portfolios.

Internships & Research

Our location in Ohio is in the heart of a state boasting 28 Fortune 500 companies. Columbus alone has six Fortune 500 companies: Cardinal Health, Nationwide Insurance, American Electric Power, Limited Brands, Momentive Specialty Chemicals and Big Lots.

Columbus—the 15th largest city in the United States—is Ohio's capital and the center of all government for the state. Opportunities for internships are right outside ODU's doorstep!

Career Possibilities

As a result of our teaching methods, our graduates are prepared for a broad range of general business careers. It emphasizes the acquisition of foundational business knowledge across discipline areas while encouraging ethical practice and social responsibility. We prepare students for careers in public relations, public affairs, corporate communications, marketing communications, social media, government relations, media relations, special events planning, nonprofit public relations and related fields.

On-Campus Opportunities

ODU students are active in the following campus and national student organizations: Delta Sigma Pi, Delta Mu Delta Alpha Sigma Lambda, PRSSA, VITA program and the Sport Management Society. Through these organizations, students are involved in the community and in their academic area of interest, allowing them to gain marketable skills.

For More Information About the Public Relations & Marketing Communications Program

Contact Natalie Kompa, Assistant Professor of Public Relations, at kompan@ohiodominican.edu to learn about the Public Relations & Marketing Communications Program. For information about other Business programs such as Accounting, Business Administration, Economics, Finance, International Business or Sport Management, contact your Admission Counselor or Academic Advisor at admissions@ohiodominican.edu.