



Public Relations Major Course Guide for NICC Transfer Students

Loras College welcomes the opportunity to work with students from NICC that are considering transferring to Loras to pursue a Public Relations Major.

Required Courses for Major

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 Course(s) 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
Taken at Loras College
Taken at Loras College
Taken at Loras College
Taken at Loras College
Taken at Loras College
Taken at Loras College
Taken at Loras College
Taken at Loras College
Taken at Loras College

* Also counts toward Media Studies

Course equivalency information may have changed since our last publication.
Please contact Robert Stran at robert.stran@loras.edu for more information