

# Bachelor of Arts in Communication Public Relations

## Frequently Asked Questions

Prospective students often ask how long the **Bachelor of Arts in Communication, Public Relations** takes to complete, what the program costs and if financial aid is available, and if the degree is awarded through USC Upstate.

You can find answers to these questions below.

- The degree requires 120 credit hours, and completion time varies based on pace of study and credits accumulated before entering the program. It is up to the student and advisor to decide the appropriate number of hours to take each semester.
- Students are eligible to receive applicable federal and state financial aid assistance. Current fees and tuition rates can be viewed at [www.palmettocollege.sc.edu](http://www.palmettocollege.sc.edu).
- The degree is awarded by the University of South Carolina Upstate and meets the same rigorous standards and accreditation as any traditional degree from UofSC.

## Prepare for Your Future

USC Upstate's Bachelor of Arts in Communication with a concentration in Public Relations uses the study and application of traditional and emerging industry tools and strategies to meet the demands of this rapidly evolving field with faster than average anticipated job growth.

Students produce publicity and informational materials, develop and implement strategic communication campaigns and acquire hands-on experience through coursework in the foundations of public relations, digital media, and multiple internship and service learning project opportunities with real-world clients.

## Why should I complete a bachelor's degree in communication?

Courses in video editing, public speaking, social media, rhetoric, culture and communication, and news production prepare students for career paths in public relations, marketing, media, business, human resources, graduate study, and many other expanding fields in which effective communication is a foundation.

## Why should I complete a degree online from USC Upstate through Palmetto College?

USC Upstate is the #1 ranked public baccalaureate university in South Carolina and the South's best college for veterans. As a Palmetto College student, you'll have access to USC Upstate's academic resources and enjoy a flexible schedule without having to relocate. And best of all, when you're finished with the program, you'll graduate with a degree from a top-notch, nationally recognized university.

## For More Information

### USC Palmetto College Enrollment Services

University of South Carolina,  
Palmetto College  
1600 Hampton Street,  
Columbia, SC 29208

Email: [pcadmissions@sc.edu](mailto:pcadmissions@sc.edu)  
Phone: 888-801-1053



UNIVERSITY OF  
**South Carolina**  
PALMETTO COLLEGE

[palmettocollege.sc.edu](http://palmettocollege.sc.edu)

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” - Public Relations Society of America

### **Program Courses include:**

- Communication for Social Change
- Crisis Communication
- Fundamentals of Public Relations
- Health Messaging and Media
- Law and Ethics of Mass Media
- Organizational Communication
- PR Campaigns
- Social and Emerging Media
- Social Media Strategy
- Video Editing
- Visual Rhetoric

Few academic disciplines offer such wide and varied professional opportunities as communication.

## **Prerequisites and Requirements**

**To apply for this online degree program, students must have:**

- Preferred 2.0 cumulative GPA in all previous college-level coursework
- Students transferring credits into the program are encouraged to have completed the following courses:
  - Composition (two semesters)
  - College Math
  - Public Speaking or Interpersonal Communication
  - Natural Sciences with a lab
  - Natural Science with or without a Lab
  - Social or Behavioral Science courses
  - World Language
  - Fine Arts
  - American History or American Government

## **Curriculum**

Through our Bachelor of Arts in Communication with a concentration in Public Relations, students develop critical analysis, thinking, writing, and speaking abilities to enhance the free, responsible and effective expression of ideas. Students work collaboratively, value diversity, and adhere to the highest ethical standards in interpersonal, professional, public and mediated communication.

**The curriculum includes coursework in the following disciplines:**

- Communication Core - **15 credit hours**
- Public Relations Core - **15 credit hours**
- Media History and Theory - **3 credit hours**
- Professional Options - **3 credit hours**
- Communication Electives - **6 credit hours**