Duquesne Media – Ad/PR Major - Public Relations Focus (15 Credits)

**ADPR 243**
PR in Strategic Media
- Prereqs: None
- Fall

**JOUR 200W**
Multiplatform Newsroom
- Fall & Spring

**Media Elective**
e.g., DMA 405 Graphic Design Process
- Prereqs: MDIA 260
- Fall

**ADPR 410**
PR Strategies & Case Studies
- Prereqs: ADPR 243 & 200W
- Spring

**ADPR 418W**
PR Campaigns (CAPSTONE)
- Prereqs: ADPR 243, JOUR 200W, ADPR 410, and ADPR 467 (or with permission of the professor)
- Spring

**ADPR 467**
Media Research Methods
- Prereqs: None
- Fall

**MDIA 140**
Media Literacy
- Prereqs: None
- Fall & Spring

**MDIA 260**
New Media Production
- Prereqs: None
- Fall & Spring

**MDIA 465W**
Media Ethics
- Prereqs: None
- Fall & Spring

**MDIA 473**
Media Law and Regulation
- Prereqs: None
- Fall & Spring

**MKTG 271**
Introduction to Marketing
- Prereqs: None
- Fall & Spring

**ADPR 467W**
Media Ethics
- Prereqs: None
- Fall & Spring