

Program Planner
Bachelor of Commerce- Public Relations Major

Program Requirements

Category of Courses	Number of Courses
Core Courses	Two (2)
Business Compulsory Courses	Six (6)
Public Relations Major Courses	Eight (8)
Elective Courses	Eight (8)

Year 1 Semester 1	Year 1 Semester 2
BUSN1030 Quantitative Methods for Business	BUSN1000 Economics
BUSN1050 Business Communication	BUSN1110 Accounting for Business
BUSN1220 Principles of Marketing	BUSN1600 Principles of Management
BUSN2400 Business Law	Elective Course (1) – Suggested BUSN1060 Business IT

Year 2 Semester 1	Year 2 Semester 2
BUSN2031 Business and Marketing Research	BUSN2000 Events Management
BUSN2580 Introduction to Public Relations	BUSN2090 Professional Writing
CORE1000 Foundation of Wisdom	BUSN3900 Business Internship
Elective Course (2)	Undergraduate Core Curriculum Elective

Year 3 Semester 1	Year 3 Semester 2
BUSN3370 Corporate Public Relations	BUSN3600 Strategic Management
Elective Course (3)	Elective Course (6)
Elective Course (4)	Elective Course (7)
Elective Course (5)	Elective Course (8)

For the Core Curriculum Elective course, see the link below:

[undergraduate-core-offerings.pdf](#)

See the Bachelor of Commerce Program Requirements for details of Business Courses:

[Bachelor-of-Commerce.pdf](#)