

AI in PR Degrees: A 50-Program Audit Finds One Dedicated Course Requirement

Reconciled 50-record findings table. 5W Research. Official university catalogs, captured October 24, 2026. Counts are documented minimums in a purposive sample of 50 selected programs, with a denominator of 50. They are provisional: 23 records have not been re-verified since the baseline review and 12 records are unresolved. A catalog listing is not a scheduled section, and an absent AI mention does not show that AI is not taught.

Flag columns: Req = AI tied to a required course; Ded = dedicated AI course required; Opt = optional AI route; Gen = explicit generative AI; Eth = AI ethics in a course description; EthG = AI ethics as a general program reference only; Any = any current AI evidence; Unr = unresolved record. 1 means confirmed, 0 means not confirmed.

O p t	G e n	E t h	E t h G	A n y	U n r	Evidence, scheduling and caveats	
1	1	1	0	0	1	0	Required PRL 320 and PRL 376 descriptions name no AI. MMI 345 (Generative AI for Content Creation) are school-level courses reachable through the minor. AI & Emerging Media Minor excluded. Scheduling: Unresolved: no qualifying section on the broad school-level elective rule. No PR-coded AI course verified. Enrollment unresolved.
0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing.
1	1	1	0	0	1	0	COM CM 591 AI in Practice for Public Relations Professionals: option in the program readers to MyBU; no section captured Caveats: Not required. Do not call deliverables.
0	0	0	0	0	1	0	MMC 3420 Consumer and Audience Analytics carries an official Artificial Intelligence 2026 faculty syllabus index lists MMC 3420 course numbers; no registrar record; connection, not a dedicated course or measured depth. PUR 4243 current AI topic.
1	0	1	0	0	1	0	P R 361 Creativity in Artificial Intelligence: eligible non-internship ADV/PR option. Literal generative-AI wording not located.
0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing.
0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing.
1	0	0	0	0	1	0	JCOM 475 New Technology and Public Relations: one of six options; description captured Caveats: No literal generative-AI wording.
1	0	1	0	0	1	0	STC 314 Where AI Meets PR; STC 444 AI-Enhanced Social Media Analytics: chosen 314 by announcement only; no section captured Caveats: Edition caveat: live footnotes.
0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing.
0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing elective, 2025-26 plan, AI in outcomes (not current-edition).
0	0	0	0	0	0	0	Current official PR pathway map captured (advisory). PHIL 322 Ethics, Artificial Intelligence Scheduling: Unresolved Caveats: Course-description review incomplete. PHIL 322 Not a finding of no AI.

	O p t	G e n	E t h	E t h G	A n y	U n r	Evidence, scheduling and caveats	
	1	0	0	0	0	1	0	COMM449A Artificial Intelligence in the Digital Age: topic under the COMM449 ch 2026 registrar sections 0101 and ESG1 (restrictions apply) Caveats: Section data
	0	0	0	0	0	0	1	Complete current requirement list not retrieved (HTTP 403). Scheduling: Unreso excluded.
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin
	0	0	0	0	0	0	1	Complete current requirement list not retrieved (HTTP 403 on curriculum pages). classify the major.
	0	0	0	0	0	1	0	PR 385 Artificial Intelligence in Public Relations: required for the PR concentration offered; this does not show the course is currently unscheduled Caveats: Adverti generative-AI or ethics wording found.
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin
	0	0	0	0	0	0	0	Current catalog captured. No explicit AI in reviewed required PR/COMM/COJR de Caveats: COMM 3120 mentions AI but is outside the PR menu; not counted. Doc
	0	0	0	0	0	0	0	2026-27 plan and course records captured. No explicit AI wording in reviewed re Unresolved Caveats: Documentation finding, not proof AI is not taught. Generic r
	0	0	0	0	0	0	1	Live requirement page exposes internal IDs, not course names. Scheduling: Unr
	1	0	1	0	0	1	0	PR 4502 Innovations in Public Relations: optional course in general elective space a named compulsory-major elective.
	0	0	0	0	0	0	1	Program page gives core highlights only; catalog returned HTTP 403. Scheduling
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin Theory and Practice: 2025-26 indexed page (not current-edition).
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishin

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	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing
	0	0	0	1	0	1	0	General program statement on ethical use and practice of AI. Scheduling: Not ap requirement or section mapped. General reference only.
	1	0	0	0	0	1	0	MSS 240 Is AI Taking Over?: eligible School of Communications elective. Schedu registrar section Caveats: Catalog says offered every year; recurring pattern is no
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing
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	0	0	0	0	0	0	1	Current catalog retrieval failed. Scheduling: Unresolved Caveats: 2025-26 catalo
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing
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	0	0	0	0	0	0	1	Catalog returned HTTP 403. Scheduling: Unresolved Caveats: Program identity
	0	0	0	0	0	0	1	Program page has no curriculum; catalog URLs returned HTTP 403. Scheduling
	0	0	0	0	0	0	1	Current catalog indexes Advertising and Public Relations, BA (earlier record used Scheduling: Unresolved Caveats: Degree title corrected; requirements unresolv
	1	1	1	0	0	1	0	COMM 335 Creating ADPR Content with AI: one of three New Media options and captured Caveats: Direct catalog retrieval succeeded in the fresh pass.
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing
	0	0	0	0	0	0	1	PR 100 exists and has Fall 2026 section PR100-04, CRN 90491 (registrar record AI content not established Caveats: AI wording and required-course linkage not r unresolved, not disproved.
	0	0	0	0	0	0	1	Catalog returned HTTP 403; program overview only. Scheduling: Unresolved Ca
	0	0	0	0	0	0	0	Baseline review recorded no qualifying current AI evidence; not re-checked in the Absence in baseline review is not proof AI is not taught. Recheck before publishing says topics may include AI; no AI section established (excluded).

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0	0	0	0	0	0	1	Catalog returned HTTP 403; featured courses are not a full plan. Scheduling: Un
0	0	0	0	0	0	1	JMS 568 Artificial Intelligence and Strategic Decision Making exists in the official Department/print routes returned HTTP 403. Scheduling: Unresolved Caveats: s