



AD/PR *public relations*

W. Page Pitt School of Journalism and Mass Communications curriculum guides augment your 2017-2018 Undergraduate Catalog. Use them to help plan each semester of your program. The guides:

- offer a semester-by-semester plan for your study,
- outline general education, school and program requirements,
- include reminders about internships and graduation audits, and
- summarize your graduation requirements.

A suggested semester-by-semester plan

The following plan is a suggested model for progress through the public relations emphasis of the Ad/PR major. It may be beneficial to take courses in different time frames, but watch particularly the sequence of JMC requirements. Plan course selections so that critical thinking, multicultural, international and writing intensive requirements are included.

FALL

Semester 1 (15-16 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)
 JMC 101—Media Literacy
 JMC 103—Language Use for Media (if needed)
 CMM 103—Fundamentals of Speech
 ENG 101—English Composition I
 ART 112/MUS 142/MUS 210/THE 112—Select one

Semester 3 (16 hours)

JMC 201—News Writing I
 JMC 241—Media Design
 ENG 201—English Composition II
 Any Modern Language
 Core II Physical/Natural Science (4 hours)

Semester 5 (15 hours)

JMC 260—Digital Imaging for JMC
 JMC 361—Digital Presence*
 JMC 437—Public Relations Writing*
 Literature (must have “literature” attribute)
 International (must have “international” attribute)

Complete a graduation audit at 80 hours

Semester 7 (14 hours)

JMC 438—Public Relations Case Studies*
 JMC 345—Mass Communications Law and Ethics
 CMM 308—Persuasive Communication
 JMC 300/400 elective
 Non-JMC elective (2 hrs.)

** Offered fall terms only*

SPRING

Semester 2 (15 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)
 JMC 102—Media Toolbox
 Core I CT
 Core I CT
 Core II Social Sciences

Semester 4 (15 hours)

JMC 301—News Reporting II
 JMC 330—Fundamentals of Public Relations
 Core II Humanities
 Any Modern Language
 Any History

Semester 6 (15 hours)

ANT 201/SOC 200/GEO 100 (select one)
 MKT 340—Principles of Marketing
 Non-JMC elective
 Literature (must have “literature” attribute)
 Multicultural (must have “multicultural” attribute)

Recommended summer between semesters 6 & 7 (3 hours)

JMC 490/470—Internship/practicum

Semester 8 (12 hours)

JMC 439—Public Relations Campaign Mgt** (Capstone)
 JMC 300/400 elective
 JMC 300/400 elective
 Non-JMC elective

*** Offered spring terms only*

REMINDERS

- 120 credit hours of 100 to 499 level courses
- 48 credit hours of journalism and mass communications
- 72 credit hours of non-journalism courses
- at least 42 hours of the 120 must be in 300/400 level courses
- 6 hours of critical thinking
- 6 hours of writing intensive
- 3 hours of multicultural and 3 hours of international
- earn an overall and a JMC gpa of 2.25 or better
- pass a language proficiency exam with a score of 77% or better (or equivalent) before admission to any JMC 300/400 level courses
- earn a “C” or better in English 201 and in all required journalism and mass communications courses
- request a graduation audit at your 80th credit hour
- complete the JMC writing requirement in JMC 440
- submit a graduation portfolio

Core, JMC and Program Requirements—minimum 120 hours required

(All courses in these lists are included in the semester-by-semester plan.)

General Education Requirements

CORE I — 9 hours

First Year Seminar (3 hours)

100/200 level CT (6 hours)

MTH 121 = 3 hours of CT.

Recommended: Select a second CT course from social sciences/humanities that meets both Core and SOJMC requirements.

CORE II—25 hours (100- and 200 levels)

Select courses to ensure 6 hours of writing intensive credits and 3 hours of multicultural or international credits.

Composition (6 hours)

English 101 and 201 **OR** English 201H (honors)

ACT scores of less than 18 (SAT 450), first take ENG 101P

ACT scores of 18-27 take ENG 101

ACT scores of 28-33 take ENG 201H

ACT scores of 34-36 receive automatic English credit

Communication Studies 103 (3 hours)

The requirement may be waived by the Communication Studies Department if high school speech was taken and if the student passes the appropriate exam.

Mathematics 121 or above (3 hours)

Math ACT of 19 (SAT 460) or more take MTH 121

Math ACT of 18 or less take MTH 121B

Fine Arts (3 hours)

Art 112 or Music 142 or Music 210 or Theater 112

Check the General Education website, <http://www.marshall.edu/gened>, for specific courses that meet Core I and Core II requirements. Note that some courses can be applied to both Core I and Core II.

Core II Physical or Natural Science (4 hours)

Core II Social Sciences (3 hours)

Core II Humanities (3 hours)

Securing an internship

All SOJMC majors must complete at least 3 credit hours of internship. Students earn 1 credit hour for each 100 hours of approved professional practice. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.

- Submit a complete internship application.
- Secure approval of the employment or other work.
- Get permission to enroll in JMC 490, 491 or 470.
- Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

Journalism and Mass Communications Requirements (SOJMC)

JMC Cognizance Area 24 hours

Diversity (15 hours)

Modern Language 6 hours

Successful completion of any combination of Arabic, French, German, Japanese, Latin, Spanish or Greek language course

Cultural 3 hours

Select ANT 201, SOC 200 or GEO 100

Multicultural 3 hours

Any 3 hours with a “multicultural” attribute

International 3 hours

Any 3 hours with an “international” attribute

EXCEPT JMC 436. JMC 436 credit may not be applied to the JMC cognizance area

Historical (3 hours)

Any HST course

Literature (6 hours)

Any course with a “literature” attribute. Writing courses do not satisfy the literature requirement.

(*Cultural, multicultural, international, history and literature courses taken as part of Core I or Core II may meet requirements of the JMC cognizance area as well.*)

JMC Core..... 21 hours

JMC 101 — Media Literacy

JMC 102 — Media Toolbox

JMC 241 — Media Design

JMC 260 — Digital Imaging for JMC

JMC 345 — Mass Communications Law and Ethics

JMC 361 — Digital Presence

JMC 470 or 490 — Professional Practicum or Internship

(JMC 490 prerequisite JMC 201, 241, 330)

Pass school’s language skills exam **OR** complete JMC 100 or 103 **OR** have ACT verbal score of 30 or better

Public Relations Emphasis.....27 hours

JMC 201 — News Writing I

JMC 301 — News Reporting II

JMC 330 — Fundamentals of Public Relations

JMC 437 — Public Relations Writing

JMC 438 — Public Relations Case Studies

JMC 439 — Public Relations Campaign Management

JMC Electives—any additional 9 hrs. of 3/400 JMC

Required Non-JMC Courses..... 6 hours

CMM 308 — Persuasive Communication

MKT 340 — Principles of Marketing

Non-JMC Electives 8 hours

No more than 4 hours of non-JMC electives may be completed in PEL. Non-JMC elective hours may vary depending on the extent to which two or more requirements are met with a single course.

Total earned credits required for graduation120 hours



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<http://www.marshall.edu/sojmc>
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