

AD/PR PUBLIC RELATIONS

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First Year Sem Crit Thinking	3	
	Critical Thinking	3	
	Critical Thinking	3	
Additional University Requirements			
	Writing Intensive	3	
	Writing Intensive	3	
	International or Multicultural	3	
JMC 439	Capstone	3	

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	
ENG 201	Beginning Composition	3	
CMM 103	Fund Speech-Communication	3	
	Core II Mathematics	3	
	Core II Natural/Physical Science	4	
	Core II Humanities	3	
	Core II Social Science	3	
	Core II Fine Arts	3	

MAJOR REQUIREMENTS

All Advertising/Public Relations Majors are required to take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	Modern Language	3		JMC 101	Media Literacy	3	
	Modern Language	3		JMC 102	Media Toolbox	3	
	Cultural (ANT 201, SOC 200 or GEO 100)	3		JMC 103	Language Use for Media	1	
	Multicultural	3		JMC 241	Media Design	3	
	International (not JMC 436)	3		JMC 260	Digital Imaging for JMC	3	
	History Elective	3		JMC 345	Mass Comm Law & Ethics	3	
	Literature Elective	3		JMC 361	Digital Presence	3	
	Literature Elective	3		JMC	Internship/Practicum	3	
				470/490			

AREA OF EMPHASIS SPECIFIC

Majors who wish to pursue an Area of Emphasis in Public Relations must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
JMC 330	AD/PR Principles and Ethics	3		JMC 438	Public Relations Case Studies	3	
JMC 380	AD/PR & Continuity Writing	3			Any Additional Business Course	3	
JMC 383	Content Creation	3		MKT 340	Principles of Marketing	3	
JMC 408	Research and Analytics	3			Non-JMC elective	3	
JMC 439	AD/PR Campaigns	3			Non-JMC elective	3	
	JMC 300/400 Elective	3			Non-JMC elective	2	
JMC 300	Reporting and News Writing	3					
JMC 437	Public Relations Planning	3					

MAJOR INFORMATION

- All journalism and mass communications majors must pass a language proficiency exam before admission to any JMC courses at the 300/400 level. The language proficiency requirement may also be met by completing JMC 100 with a C or better OR by completing JMC 103 with a C or better. ACT verbal scores of 30 or better or SAT verbal scores of 650 or better may be used in place of the exam.
- No more than 4 hours of non-JMC electives may be completed in PEL.
- All SOJMC majors must complete 3 credit hours of internship. 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.

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

AD/PR PUBLIC RELATIONS

Careers in journalism and mass communications are increasingly multilayered as technology and new media outlets spur fresh job titles and responsibilities in social media, web management, multimedia, video production, and data analysis in addition to traditional positions. Majors in SOJMC are configured to reflect new realities of the industry, provide a foundation for all JMC fields that then fan into specializations. Students in public relations learn how to prepare media releases, publications, speeches, and create how to campaigns. This major is for students who are interested in managing and counseling companies and organizations and building and improving relationships.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	3			Core II Mathematics	3	
	JMC 101	Media Literacy	3		JMC 102	Media Toolbox	3	
	JMC 103	Language Use for Media	1			Core I Critical Thinking	3	
	CMM 103	Fundamentals of Speech	3			Core I Critical Thinking	3	
	ENG 101	Beginning Composition	3			Core II Social Science (M/I)	3	
		Core II Fine Arts	3					
	UNI 100	Freshman First Class	1					
	TOTAL HOURS			17	TOTAL HOURS			15
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 330	AD/PR Principles and Ethics	3		JMC 260	Digital Imaging for JMC	3	
	JMC 241	Media Design	3		JMC 380	AD/PR & Continuity Writing	3	
	ENG 201	Advanced Composition	3		JMC 300	Reporting and News Writing	3	
		Any Modern Language	3			Any Modern Language	3	
		Core II Physical/Natural Science	4			Core II Humanities (WI)	3	
	TOTAL HOURS			16	TOTAL HOURS			15
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 383	Content Creation	3			JMC 300/400 Elective	3	
	JMC 408	Research and Analytics	3			ANT 201 or SOC 200 or GEO 100	3	
	JMC 437	Public Relations Planning	3		MKT 340	Principles of Marketing	3	
		Any Additional Business Course	3			Multicultural	3	
		Literature Elective (WI)	3			Literature Elective	3	
	TOTAL HOURS			15	TOTAL HOURS			15
	Summer Term (optional): JMC 490 recommended summer between semesters 6 & 7 (3 hours)							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	JMC 438	Public Relations Case Studies	3		JMC 439	AD/PR Campaigns	3	
	JMC 345	Mass Communicat Laws and Ethics	3			History Elective	3	
	JMC 361	Digital Presence	3			Non-JMC Elective	3	
		International (not JMC 436)	3			Non-JMC Elective	3	
		Non-JMC Elective	2					
	JMC490	Internship/Practicum (if not taken during summer)	3					
	TOTAL HOURS			17	TOTAL HOURS			12
	Summer Term (optional):							

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

● General Education Requirement
 ■ College Requirement
 ◆ Major Requirement
 ◆ Area of Emphasis

PUBLIC RELATIONS – 2020-2021

INVOLVEMENT OPPORTUNITIES

- Public Relations Student Society of America (PRSSA)
- SGA
- Campus Activity Board
- JMELI
- WMUL FM 88.1
- Community Engagement Ambassadors
- Club Sports
- Political Organizations
- Residence Hall Association
- Cultural Organizations
- DECA

RELATED MAJORS

- Marketing
- Political Science
- English
- Healthcare Management
- Marketing
- Public Health
- Communication Studies

GRADUATION REQUIREMENTS

- Have a minimum of 120 credit hours (some colleges or majors require more);
- Have an overall and Marshall Grade Point Average of 2.25 or higher;
- Have an overall Grade Point Average of 2.25 or higher in the major area of study;
- 48 credit hours in JMC
- 72 credit hours of non-JMC
- at least 42 hours of 300/400 level courses
- at least a "C" or better in all required JMC
- submit a graduation portfolio
- Have earned a grade of C or better in English 201 or 201 H;
- Have met all major(s) and college requirements;
- Have met the requirements of the Core Curriculum;
- Have met the residence requirements of Marshall University, including 12 hours of 300/400 level coursework in the student's college (see section entitled "Residence Requirements" in the undergraduate catalogue);
- Be enrolled at Marshall at least one semester of the senior year;
- Have transferred no more than 72 credit hours from an accredited West Virginia two-year institution of higher education.

Colleges and specific programs may have unique requirements that are more stringent than those noted above. Students are responsible for staying informed about and ensuring that they meet the requirements for graduation.

YEAR ONE



Have questions? Need to talk? You already have a Friend-At-Marshall ready to help you succeed. Find your FAM Peer Mentor here: www.marshall.edu/fam



Stay on the Herd Path and come to class! Class attendance is more important to your success than your high school GPA, your class standing, or your ACT/SAT scores.



In order to graduate on time, you need to take an average of 15 credits per semester. Are you on track? Take 15 to Finish!



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Take a pulse check. Know what you need to do every year to keep your grants, scholarships, or federal financial aid.



Take an elective course that links diversity to your field of study.



Join the Public Relations Student Society of America (PRSSA) where you'll network with professionals and work on local PR projects.

YEAR THREE



Develop relationships with professors who can serve as future references by attending their office hours.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Are you on track to graduate? Meet with your advisor for your Junior Eval to make sure you know what requirements you have left.



Your degree requires an internship. Start planning now! Meet with your advisor to discuss your internship options.



Want to continue your education and increase your opportunities? Talk to a faculty member about whether graduate school fits your career.



Networking is key! Attend a Career Expo to seek employment opportunities and network with employers in your field.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.

YEAR TWO



Are you completing enough credits to graduate on time? Dropping or failing a class can put you behind. Use summer terms to quickly get back on track.



Think about who can help you grow as a student and a professional (professors, advisors, alumni, etc.) and ask at least one of them to be your mentor.



Attend an intercultural festival or event on campus or in town.



Have you considered adding a minor? Think about personal areas of interest you'd like to explore or how you might enhance your major with a related skill set.



Volunteer at the radio station, WMUL FM 88.1, or work with the student daily, The Parthenon. They're solid media experience for any major.



Submit your work for the annual PRSA, Hearst, and other awards.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

YEAR FOUR



This is it! Are you on track to graduate? Meet with your advisor for your Senior Eval to see what requirements you have left.



The APR credentials will give you a leg up in the professional world.



Submit your work for the annual American Advertising Federation ADDY, Hearst, and other awards.



Develop relationships with professors who can serve as future references by attending their office hours.



Collect the artifacts you'll need for your graduation portfolio.



Study for the GRE.



Be at the top of your professional game! Prepare a final resume and practice your interview skills with a career coach in Career Education.

TRANSFERABLE SKILLS ASSOCIATED WITH THIS MAJOR

- Organization
- Attention to Detail
- Planning
- Communication Skills
- Writing
- Public Speaking

ASSOCIATED CAREERS

- Media Relations
- Investor Relations
- Development
- Marketing
- Administration
- Event Planning
- Employee or Member Relations
- Corporate Communications
- Research
- Training and Development
- Community Management
- Risk and Crisis Management
- Fundraising
- Lobbying
- Healthcare Specialist
- Grant Writing
- Web Developer
- Sales

This academic map is to be used as a guide in planning your coursework toward a degree. Due to the complexities of degree programs, it is unfortunate but inevitable that an error may occur in the creation of this document. The official source of degree requirements at Marshall University is DegreeWorks available in your myMU portal. Always consult regularly with your advisor.



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