



PUBLIC RELATIONS

W. Page Pitt School of Journalism and Mass Communications curriculum guides augment your 2012-2013 Undergraduate Catalog. Use them to help plan each semester of your program. The guides:

- offer a semester-by-semester plan for your program,
- outline your general education, your school and your major requirements,
- include reminders about minors and graduation checks, and
- summarize your graduation requirements.

A suggested semester-by-semester plan

The following plan is a suggested model for progress through the public relations program. 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 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)
JMC 101—Media Literacy
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—Graphics of Communication
ENG 201—English Composition II
Global Component (Modern Language 101)
Physical/Natural Science (4 hours)

Semester 5 (15 hours)

JMC 360—Digital Imaging
JMC 437—Public Relations Writing*
SOJMC Social Science/Humanities (see list on back)
Global Component (Modern Language 203 or International)
Minor _____

Complete a graduation check

Semester 7 (15 hours)

JMC 438—Public Relations Case Studies*
JMC 440—Mass Communications Ethics (Capstone)
CMM 308—Persuasive Communication
MKT 340—Principles of Marketing
Minor _____

* Offered fall terms only

SPRING

Semester 2 (15 hours)

FYS—Freshman Seminar **OR** MTH 121 (CT)
JMC 102—Information Gathering
SOJMC Social Science/Humanities (see list on back)
SOJMC Social Science/Humanities (see list on back)
CT Core I Social Science

Semester 4 (16 hours)

JMC 301—News Reporting II
JMC 330—Fundamentals of Public Relations
Core II Humanities—Literature
Global Component (Modern Language 102)
Natural/Physical Science or Meteorology (4 hours)

Declare a minor

Semester 6 (18 hours)

JMC elective 300/400 level
SOJMC Social Science/Humanities 300/400 level
Literature
Global Component (Modern Language 204 or International)
Minor _____
JMC 490/470—Internship/practicum (*Recommended summer before senior year*)

Semester 8 (12 hours)

JMC 402—Law of Mass Communication
JMC 439—Public Relations Campaign Management**
Minor or non JMC elective 300/400 level (and International)
Minor or non JMC elective 300/400 level _____

** Offered spring terms only

REMINDERS

- Declare a minor before completion of your 58th credit hour

GRADUATION REQUIREMENTS

- 122 credit hours
- 80 credit hours of non-journalism courses—65 of the 80 hours must be in liberal arts and sciences
- 42 hours of the 122 must be in 300/400 level courses
- earn a “C” or better in English 201 and in all required journalism and mass communications courses

- Request a graduation check at your 80th credit hour

- earn an overall and a JMC gpa of 2.25 or better
- 6 hours of writing intensive
- 3 hours of multicultural or international
- complete a minor
- complete the JMC writing requirement
- submit a graduation portfolio

Requirements Checklist—minimum 122 hours required

(All courses in the checklist 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.

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 440), first take ENG 099

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. **(CMM 103 does not count toward the JMC social sciences requirement.)**

Mathematics 121 or above (3 hours)

Math ACT of 12-16 (SAT 250-390) first take MTH 098

Math ACT of 17-18 (SAT 400-450) first take MTH 099

Physical or Natural Science (4 hours)

Select one course from:

Biology 104, 105, 120, 121, 228, 250

Chemistry 211 & 217, 212 & 218

Geology 110 & 210L, 150 & 150L, 200 & 210 L

Integrated Science 200, 201, 202, 205, 208, 209, 211

Integrated Science and Technology 111, 211, 224

Physics 101 & 101L, 201 & 202, 203 & 204, 211 & 202, 212 & 204, 213 & 204, 214

Physical Science 109 & 109L, 110 & 110L

Social Sciences (3 hours)

Select one course from ANT 201*, CMM 213, 255, CJ 200, 211, 221, 231, 241 GEO 100*, 203, 206, 222, HST 101*, 102*, 103*, 125, 200, 205, 206, 208*, 219, 220, 221, 223, 230*, 231*, 250, 260, 265, PSC 104, 105, 202, 207, 209, 211, 233, PSY 201, 223, SOC 200*

Humanities (3 hours)

Select one course from CL 210*, 230, 231, 232, 233, 234, 235, 236, 237, 250, CMM 205, 239, 240, ENG 200*, 203, 205*, 206, 209, 210, 211, 212, 213, 215, 220, 225, 231, 235, 236, 240, 241, 242, FRN 240, GER, 240, HON 200, JPN 240, PHL 200, 201, 250, RST 205, 206, 220, 225, 250.

(* satisfies Core I CT and Core II requirements)

Fine Arts (3 hours)

Art 112 or Music 142 or Music 210 or Theater 112

Journalism and Mass Communications Requirements (SOJMC)

Literature (6 hours) (must have a “literature” attribute)

English literature

Classics 210, 230, 231, 232, 233, 234, 235, 236 or 237

Religious Studies 220, 225, 304, 310, 351

Any 300/400 level literature course in French, German, Latin, or Spanish

(Core II literature can be applied to the SOJMC requirement.)

Global Component (3-12 hours)

Option 1- Successful completion of a sequence of modern language ending with 204: Arabic, French, German, Japanese, Latin, or Spanish (or Greek 302). Up to 3 semesters of the language requirement may be waived for language taken in high school.

Option 2- Successful completion of a sequence of 6 hours of one modern language AND 6 hours of approved study abroad.

Option 3- Successful completion of a sequence of 6 hours of one modern language AND 9 hours of approved international courses.

Physical/Natural Science or Meteorology (4 hours)

Any additional physical or natural science or Geography 101 or 230 or 350

Minor (12-18 hours)

See catalog for departmental specifications regarding courses and credit hours.

Journalism and Mass Communications Core (18 hrs.)

JMC 101—Media Literacy

JMC 102—Information Gathering and Research

JMC 402—Law of Mass Communications

JMC 440—Mass Communications Ethics

JMC 470 or 490—Professional Practicum or Internship

JMC Elective—any additional 300 or 400 level JMC course

Public Relations Major (24 JMC hours)

JMC 201—News Writing I

JMC 241—Graphics of Communication

JMC 301—News Reporting II

JMC 330—Fundamentals of Public Relations

JMC 360—Digital Imaging for JMC

JMC 437—Public Relations Writing

JMC 438—Public Relations Case Studies

JMC 439—Public Relations Campaign Management

SOJMC Social Sciences/Humanities (15 hours)

Any combination of Anthropology, Classics, Communications Studies (except 103), Criminal Justice, Geography (except 101, 110, 111, 201, 230, 350, 360, 414, 415, 418, 420, 421 and 425-496), History, Philosophy, Political Science, Psychology, Religious Studies, Sociology and Women's Studies 101.

Required Non-JMC Courses (6 hours)

CMM 308—Persuasive Communication

MKT 340—Principles of Marketing



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