

PUBLIC RELATIONS MAJOR

Keep this curriculum guide during your stay in the W. Page Pitt School of Journalism and Mass Communications. It augments your 2010-2011 Undergraduate Catalog, and it:

- offers a semester-by-semester plan for your program,
- outlines your general education, your school and your major requirements,
- includes reminders about minors and graduation checks, and
- summarizes 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/THE 112—Select one

Semester 3 (16 hours)

JMC 201—News Writing I
 JMC 241—Graphics of Communication
 Core II Humanities—Literature
 Global Component (Modern Language 101)
 Physical/Natural Science (4 hours)

Semester 5 (15 hours)

JMC 360—Digital Imaging
 JMC 437—Public Relations Writing*
 Any ANT, CMM, HST, PSY or SOC
 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
 Any ANT, CMM, HST, PSY or SOC
 ENG 102—English Composition II
 CT designated ANT or SOC

Semester 4 (15-16 hours)

JMC 301—News Reporting II
 JMC 330—Fundamentals of Public Relations
 Any ANT, CMM, HST, PSY or SOC
 Global Component (Modern Language 102)
 Natural/Physical Science or Meteorology (3-4 hours)

Declare a minor

Semester 6 (18 hours)

JMC elective 300/400 level
 Any ANT, CMM, HST, PSY or SOC 300/400 level
 Literature
 Global Component (Modern Language 204 or International)
 Minor _____

JMC 490/470—Internship/practicum
 (Recommended summer before senior year)

Semester 8 (12-13 hours)

JMC 402—Law of Mass Communication
 JMC 439—Public Relations Campaign Management**
 Minor or non JMC elective 300/400 level _____
 Minor or non JMC elective 300/400 level _____
 Non JMC elective (0-1 hours) _____

** 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 102 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

