

# PUBLIC RELATIONS MAJOR



Keep this curriculum sheet during your stay in the W. Page Pitt School of Journalism and Mass Communications. It augments your 2005-2007 Undergraduate Catalog, and it:

- offers a semester-by-semester plan for your program,
- outlines your general education and your major requirements,
- includes reminders about minors and graduation checks, and
- summarizes your graduation requirements.

## A suggested semester-by-semester plan

The semester-by-semester plan is a suggested model for progress through the public relations program. It may be beneficial to take courses in somewhat different time frames, but watch particularly the sequence of JMC requirements.

### FALL

#### Semester 1 (16 hours)

UNI 101—Freshman Seminar  
 JMC 100—Journalistic Writing and Editing\*  
 JMC 101—Media Literacy  
 ENG 101—English Composition I  
 CMM 103—Fundamentals of Speech  
 CL/PHL/RST—Select one

#### Semester 3 (16 hours)

JMC 201—News Writing I  
 JMC 241—Graphics of Communication  
 GEO 100 or 317—Cultural/World Geography  
 Language I  
 Natural Science (4 hours)

#### Semester 5 (15 hours)

JMC 360—Digital Imaging for JMC  
 JMC 437—Public Relations Writing\*\*  
 Literature (300-400 level English or options)  
 Language III  
 ACC 215—Principles of Accounting  
**Complete a graduation check**

#### Semester 7 (16 hours)

JMC 438—Public Relations Case Studies\*\*  
 JMC 440—Mass Communications Ethics (Capstone)  
 Integrated Science (4 hours)  
 CMM—one from 308, 311, 315, 319, 401, 408, 409  
 Minor \_\_\_\_\_

### SPRING

#### Semester 2 (18 hours)

JMC 102—Information Gathering  
 SOC 200 or PSY/SOC 302 or ANT 201  
 MTH 121—Concepts and Application of Mathematics  
 ENG 102—English Composition II  
 ART 112/MUS 142/THE 112—Select one  
 ECN 200—Survey of Economics

#### Semester 4 (16 hours)

JMC 301—Advanced News Reporting  
 JMC 330—Fundamentals of Public Relations  
 PSY 201—General Psychology  
 Language II  
 Natural Science (4 hours)  
**Declare a minor**

#### Semester 6 (18 hours)

JMC Elective (300/400 level)  
 PSC 307—Public Opinion and Propaganda\*\*\*  
 Literature (300-400 level English or options)  
 Language IV  
 Minor \_\_\_\_\_  
 JMC 490/470—Internship/practicum  
*(Recommended summer before senior year)*

#### Semester 8 (16 hours)

JMC 402—Law of Mass Communications  
 JMC 439—Public Relations Campaign Management\*\*\*  
 PSC—any additional course  
 Minor/General elective \_\_\_\_\_  
 Minor/General elective (4 hours) \_\_\_\_\_

\* Does not count toward graduation (test out is possible)

\*\* Offered fall terms only

\*\*\* Offered spring terms only

## General Education Requirement Checklist—minimum 128 hours required

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

### Freshman Seminar (1 hour)

UNI 101 or HON 101

### English (6 hours)

English 101 and 102 **OR** English 201H (honors)

ACT scores of 0-13 must first take COM 094

ACT scores of 14-17 must first take COM 095

ACT scores of 18-27 take ENG 101 and 102

ACT scores of 28-33 take ENG 201H

ACT scores of 34-36 receive automatic English credit

Juniors or seniors who haven't completed the English requirement must take English 302

### Modern Language (3-12 hours)

Arabic, French, German, Greek, Japanese, Latin, Spanish

Successful completion of a sequence of modern language ending with 204 (or Greek 302). Up to 3 semesters of the language requirement may be waived for language taken in high school.

### Communication Studies (3 hours)

Communications Studies 103

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

### Fine Arts (3 hours)

Art 112, Theater 112 or Music 142

### Classics, Philosophy or Religious Studies (3 hours)

Any Classics course **EXCEPT** 230, 231, 232, 233 or 234

Any Philosophy course

Any Religious Studies **EXCEPT** 304, 310, 320, 325 or 351

### Literature (6 hours)

Any 300/400 level English literature (not writing)

Classics 230, 231, 232, 233 or 234

Religious Studies 304, 310, 320, 325, or 351

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

### Social Sciences (21 hours)

*Journalism and Mass Communications majors take 15 to 21 hours of specified social sciences depending on their majors.*

Public Relations majors must take:

Economics 200                      Political Science 307

Geography 100 or 317              Psychology 201

Political Science, any course

Psychology 302 or Sociology 200 or 302 or Anthropology 201

Communications Studies: one course from 308, 311, 315, 319, 401, 408, or 409

### Mathematics (3 hours)

Math 121 or above

ACT math scores of less than 19 require specific preparatory courses before enrolling in math 121.

Math ACT scores of up to 11 must take ASC 096

Math ACT scores of 12-15 must first take MAT 096

Math ACT scores of 16-18 must first take MAT 097

### Natural Science (12 hours)

4 hours of Integrated Science

8 hours from any of the following sciences:

Biology

Chemistry

Geography 101

Geology

Physical Science

Physics

### Required Journalism and Mass Communications (42 hours)

JMC 100—Fundamentals of Journalistic Writing and Editing\*

JMC 101—Media Literacy

JMC 102—Information Gathering and Research

JMC 201—News Writing I

JMC 241—Graphics of Communication

JMC 301—News Writing II

JMC 330—Fundamentals of Public Relations

JMC 360—Digital Imaging for JMC

JMC 402—Law of Mass Communications

JMC 437—Public Relations Writing

JMC 438—Public Relations Case Studies

JMC 439—Public Relations Campaign Management

JMC 440—Mass Communications Ethics

JMC 470 or 490—Professional Practicum or Internship

JMC Elective—any additional 300 or 400 level JMC course

\*Students who score less than 77 on the language-skills test must take JMC 100, which does not count toward graduation.

### Required Non-JMC Courses (3 hours)

Accounting 215

### REMINDERS

- Declare a minor before completion of your 58<sup>th</sup> credit hour
- Request a graduation check upon completion of your 80<sup>th</sup> credit hour
- The Marshall Plan—3 hours of writing intensive courses, 3 hours of multicultural courses, 6 hours of international courses and 4 hours of integrated science—should be folded into other course requirements

### GRADUATION REQUIREMENTS

- 128 credit hours (131 if you have to take JMC 100)
- 80 credit hours of non-journalism courses—65 of the 80 hours must be in liberal arts and sciences
- 48 hours of the 128 must be in 300/400 level courses
- earn a “C” or better in English 101, English 102 and in all required journalism and mass communications courses
- earn an overall gpa of 2.25 or better and a JMC gpa of 2.25 or better
- complete a minor
- complete the JMC writing requirement
- apply for graduation
- submit a graduation portfolio