

# PUBLIC RELATIONS MAJOR



Keep this curriculum guide during your stay in the W. Page Pitt School of Journalism and Mass Communications. It augments your 2009-2010 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 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 multicultural, international and writing intensive requirements of the Marshall Plan are folded into other classes.

### FALL

#### Semester 1 (16 hours)

UNI 101—Freshman Seminar (1 hour)  
JMC 101—Media Literacy  
ENG 101—English Composition I  
CMM 103—Fundamentals of Speech  
CL/PHL/RST—Select one  
ECN 200—Survey of Economics

#### Semester 3 (16 hours)

JMC 201—News Writing I  
JMC 241—Graphics of Communication  
GEO 100 or 317—Cultural/World Geography  
Global Component 1  
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)  
Global Component 3  
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/Global Component 5 option 3 \_\_\_\_\_

### SPRING

#### Semester 2 (15 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

#### Semester 4 (16 hours)

JMC 301—Advanced News Reporting  
JMC 330—Fundamentals of Public Relations  
PSY 201—General Psychology  
Global Component 2  
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)  
Global Component 4  
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) \_\_\_\_\_

\* 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 ENL 094

ACT scores of 14-17 must first take ENL 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

### Global Component (3-15 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** 6 hours of approved international courses in addition to the Marshall Plan requirements. International courses JMC 436 and SFT 235 may not be used to satisfy global component requirements.

### 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.

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

Any Classics course **EXCEPT** 230, 231, 232, 233, 234, 235 or 236

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, 234, 235, or 236

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

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

### Social Sciences (21 hours)

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 successful completion of Math Workshop before enrolling in Math 121.

### Fine Arts (3 hours)

Art 112, Theater 112 or Music 142

### Natural Science (12 hours)

4 hours of Integrated Science

8 hours from any of the following sciences:

Biology

Chemistry

Geography 101, 230, 350

Geology

Physical Science

Physics

### Minor (12-18 hours)

See catalog for departmental specifications.

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

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

### 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
- 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 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

