

Effective for student entering
Sept 1, 2013

Student: _____

ID No. _____

Date of Entry: _____

Public Relations Major

Housed in the Department of Public Relations and Advertising

(T = Course used in transfer. ONLY TWO COURSES MAY TRANSFER IN THE MAJOR.)

Note: Prerequisites are in parentheses ().

MAJOR REQUIREMENTS (30 s.h.)

PR06350	Intro to PR (major status)	Semester Taken _____	Grade _____
ADV04330	Intro to Advertising (major status)	Semester Taken _____	Grade _____
PR06301	Basic PR Writing (Intro PR)	Semester Taken _____	Grade _____
JRN02317	Publication Layout and Design (45 hours)	Semester Taken _____	Grade _____
PR06310	Intro to PR and Advertising Research (60 hours)	Semester Taken _____	Grade _____
PR06362	Public Opinion (Intro PR/Ad Research)	Semester Taken _____	Grade _____
PR06305	Advanced PR Writing (Intro to PR, Basic PR Writing)	Semester Taken _____	Grade _____
PR06355	PR/Ad Law and Ethics (Intro to PR, Basic PR Writing)	Semester Taken _____	Grade _____
PR06353	Case Studies in PR (Fall only, Adv PR Writing, Intro to PR/Ad Research)	Semester Taken _____	Grade _____
PR06454	PR Planning - WI (Spring only, Case Studies)	Semester Taken _____	Grade _____

NOTE: Students must receive a grade of B- or better in Basic PR Writing in order to take Advanced PR Writing.

RELATED ELECTIVES BANK (9 s.h.)

(Select 9 s.h. or three courses from the following offerings.)

CMS04250	Communication Theory (CCII)	Semester Taken _____	Grade _____
PR06360	PR/Ad Internship I (Basic and Adv PR Writ, 2.5 GPA)	Semester Taken _____	Grade _____
PR06364	PR/Ad Internship II (Basic and Adv PR Writ, 2.5 GPA)	Semester Taken _____	Grade _____
ADV04360	Integrated Marketing Communication (Intro PR, Intro Adv)	Semester Taken _____	Grade _____
ADV04332	Media Planning (Intro to Adv, Account Planning)	Semester Taken _____	Grade _____
JRN02335	Media Law (60 hours)	Semester Taken _____	Grade _____
JRN02319	Media Ethics (Journalism Principles and Practices)	Semester Taken _____	Grade _____
CMS04210	Mass Media (CCII)	Semester Taken _____	Grade _____
PR06364	Public Relations Practicum (75 hours)	Semester Taken _____	Grade _____

PR06364	PR/Ad Internship III (Basic and Adv PR Writ, 2.5 GPA)	Semester Taken_____	Grade_____
CMS04380	Health Communication (CCII)	Semester Taken_____	Grade_____
CMS04370	Political Communication (CCII, Intro Gvmt/Politics)	Semester Taken_____	Grade_____
MGT06300	Organizational Behavior	Semester Taken_____	Grade_____
CMS04241	Small Group Communication WI	Semester Taken_____	Grade_____
JRN02310	News Reporting I (Journalism Principles and Practices)	Semester Taken_____	Grade_____
JRN02313	Mag. Article Writ. (News Rep I or Jrn Writ or Basic PR Writ)	Semester Taken_____	Grade_____
JRN02312	Feature Writing (News Reporting II)	Semester Taken_____	Grade_____
CMS04270	Persuasion and Social Influence	Semester Taken_____	Grade_____
RTF03220	Television Industry (CCI and CCII)	Semester Taken_____	Grade_____
JRN02210	Journalistic Writing	Semester Taken_____	Grade_____

FREE ELECTIVES (39 s.h.)

(Try to use at least 12 s.h. to build an area of expertise relevant to your program.)

1 Choice _____	Semester Taken _____	Grade _____
2 Choice _____	Semester Taken _____	Grade _____
3 Choice _____	Semester Taken _____	Grade _____
4 Choice _____	Semester Taken _____	Grade _____
5 Choice _____	Semester Taken _____	Grade _____
6 Choice _____	Semester Taken _____	Grade _____
7 Choice _____	Semester Taken _____	Grade _____
8 Choice _____	Semester Taken _____	Grade _____
9 Choice _____	Semester Taken _____	Grade _____
10 Choice _____	Semester Taken _____	Grade _____
11 Choice _____	Semester Taken _____	Grade _____
12 Choice _____	Semester Taken _____	Grade _____
13 Choice _____	Semester Taken _____	Grade _____

GPA must be 2.0 in the major and 2.0 overall in order to graduate

C- or above required in major courses to count toward program requirements

Total Hours Required for Graduation (with Gen Ed) = 120 s.h.