

# PUBLIC RELATIONS

(ALL STUDENTS ADMITTED AFTER FALL 2009)

\*Students are responsible for meeting graduation requirements. Advisers are for guidance.

**Minimum** of 124 hrs needed for graduation; 80 non-college hours are required; 65 hours must be in traditional liberal arts and sciences.

**NAME** \_\_\_\_\_ **UF ID:** \_\_\_\_\_

**GENERAL EDUCATION\***

Composition	(C)	3
_____		
Humanities	(H)	12
(American History, Literature)		
_____		
_____		
Social & Behavioral Sci.	(S)	9
(Economics, Political Sciences)		
_____		
_____		

Mathematics	(M)	6
(STA2023)		
_____		

Physical & Biological Sci.	(P & B)	6
_____		

**6 hours must have an international or diversity focus.**

**PREPROFESSIONAL**

ECO2013/ECO2023	_____	4
AMH2010	_____	3
AMH2020	_____	3
POS2041	_____	3
PSY2012 or INR2001 or		
CPO2001 or POS2112	_____	3

**\*ENGLISH ELECTIVES**

_____	_____	3
_____	_____	3
*SPC2608/ORI2000	_____	3
*STA2023	_____	3
*MMC2100	_____	3

**PROFESSIONAL COURSES – ALL REQUIRED**

*PUR3000 Principles of Public Relations (SOPH)	_____	3
*JOU3101 Reporting (MMC2100)	_____	3
*PUR3500 Public Relations Research		
(PUR3000, STA2023, JR)	_____	3
*PUR3801 Public Relations Strategy		
(PUR3000 & PUR3500)	_____	3
*PUR4100 Public Relations Writing (PUR3000 & JOU3101)	_____	3
*PUR4103 Public Relations Visual Comm. (JOU3101, PUR3801)	_____	3
*PUR4800 Public Relations Campaigns		
(PUR3000, 3801, 4100, 4103, SR)	_____	3
MMC4200 Law of Mass Communication (SR)	_____	3

**PROFESSIONAL ELECTIVES - 9 HOURS REQUIRED**

*Block 1 (minimum of one course required)*

PUR4107 Adv. Public Relations Visual Communication	_____	3
PUR4404C International Public Relations (PUR3000)	_____	3
PUR4410 Principles of Fund Raising (PUR3000, PUR3500)	_____	3
PUR4905 Individual Study in Public Relations		
(permission of instructor, chair)	_____	1-3
PUR4932 Special Study in Public Relations (rotating topics)	_____	1-3
PUR4933 Seminar: Issues in Public Relations (PUR3000, SR)	_____	2
PUR4203 Ethics & Prof. Responsibility in PR (PUR3500)	_____	3

*Block 2 (minimum of one course required)*

ADV3008 Elements of Advertising (SOPH)	_____	3
JOU4308 Magazine & Feature Writing (JOU3101)	_____	3
MMC3260 Communications on the Internet (JR)	_____	3
PGY3610 Survey of Photojournalism (JR)	_____	2
RTV3007 Introduction to Telecommunication	_____	3

*Block 3 (minimum of one course required)*

PUR4940 Public Relations Internship (2.5 GPA, JOU3101, PUR3000)	_____	1-3
(permission of department chair)		
PUR4905 Individual Study in Public Relations: Supervised Research		
(permission of instructor, chair)	_____	1-3
<i>*Requests for the following courses will be handled by the Public Relations Office (2083 Weimer)</i>		
RTV3101* Advanced Writing for Elect. Media (RTV2100, 3007)	_____	3
RTV3200* Fundamentals of Production (RTV2100, 3007)	_____	3
MMC/PUR6XXX* Graduate Level PUR/MMC Course		
(SR, 3.0 GPA, Instructor & Dept. Chair Permission, Space Permitting)	_____	3

**OUTSIDE CONCENTRATION - 12 hours outside this college is required. Hours must be in one academic field or an approved "area study." Nine of the 12 hours must be taken at the 3000 level or above; 3 hours can be taken S/U, excluding the introductory course.**

**This combination of 12 credits cannot be used to meet other degree requirements.**

**QUANTITATIVE OPTION:**

8 hours of any combination below:

ACG2021(c); ACG2071; ALS3203; STA2023; STA2024; STA4222; EME2040; CGS2531; CEN3534; CGS2570; CGS3063; CGS3066; CGS3403; CGS3460; CGS3462; ISM3004

OR

**FOREIGN LANGUAGE PROFICIENCY\***

Placement test or one year at college level. Can be taken S/U.