

MAMC: Public Relations – Project

2009

DEGREE PLAN OF: _____
Please print your name.

DATE _____

SPECIALTY: _____

MINOR (if any): _____

ADVISER: _____

TOTAL CREDITS REQUIRED: 36 CREDITS MINIMUM (excluding undergraduate courses throughout the university). Students must complete and successfully orally defend a project in the final academic-year term. Students who lack appropriate undergraduate studies must complete articulation courses. **For fall or spring graduation, you must be registered for three (3) credits in final term; for summer graduation, take two (2) credits in final term.**

A. PUBLIC RELATIONS CORE. 15 CREDITS REQUIRED. Complete all of the following.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|---|--------|-----------|-------|
| PUR 6006 | Public Relations Foundations | 3 | _____ | _____ |
| PUR 6005 | Theories of Public Relations | 3 | _____ | _____ |
| PUR 6607 | Public Relations Management | 3 | _____ | _____ |
| PUR 6506 | Public Relations Research | 3 | _____ | _____ |
| MMC 6660 | Mass Communication and Society-- CAN BE TAKEN AFTER COMPLETION OF THEORIES OF PR AND PR RESEARCH | 3 | _____ | _____ |

B. PUBLIC RELATIONS ELECTIVES. 9 CREDITS REQUIRED. All courses must be approved by adviser.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|---|--------|-----------|-------|
| PUR 6934 | Issues in Public Relations—various topics | 3 | _____ | _____ |
| MMC 6936 | Special Topics in Public Relations—various topics | 3 (4) | _____ | _____ |
| PUR 6446 | Public Relations and Philanthropy | 3 | _____ | _____ |
| PUR 6416 | Public Relations and Fund Raising | 3 | _____ | _____ |
| PUR 6608 | International Public Relations | 3 | _____ | _____ |

C. GENERAL ELECTIVES. 6 CREDITS REQUIRED. All courses must be approved by adviser. Chosen from graduate courses within or outside the college, which may be applied toward a minor or supporting field. **Must be letter-graded NOT S/U.**

| | | CREDIT | TERM/YEAR | GRADE |
|-------|-------|--------|-----------|-------|
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |

D. SOCIAL SCIENCES/HUMANITIES REQUIREMENT, if any (credits do not apply toward minimum degree requirements). List only if requirement will be fulfilled through UF courses.

| | REQUIREMENT FULFILLED THROUGH: | CREDIT | TERM/YEAR | GRADE |
|-------|--|--------|-----------|-------|
| _____ | Statistics (requirement can be waived in specific instances with approval of graduate coordinator in Public Relations) | _____ | _____ | _____ |

E. ARTICULATION & OTHER COURSES, if any (credits do not apply toward minimum degree requirements).

| | | CREDIT | TERM/YEAR | GRADE |
|-------|-------|--------|-----------|-------|
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |

F. APPLICATION. 3 CREDITS REQUIRED. From one (1) to three (3) credits may be completed in a term.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|-------------------------------|--------|-----------|-------|
| MMC 6949 | Professional Internship. S/U. | _____ | _____ | _____ |
| MMC 6949 | Professional Internship. S/U. | _____ | _____ | _____ |
| MMC 6949 | Professional Internship. S/U. | _____ | _____ | _____ |

G. PROJECT. 3 CREDITS REQUIRED.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|--------------|--------|-----------|-------|
| MMC 6973 | Project. S/U | 3 | _____ | _____ |

TOTAL CREDITS REQUIRED: 36 CREDITS REQUIRED of which 30 must be letter-graded (excluding undergraduate courses throughout the university).

SUGGESTED COURSE SEQUENCE

| FALL | SPRING | SUMMER | FALL | SPRING |
|------------------|------------------|------------|----------------------------|----------------------------|
| PR Foundations | PR Research | Internship | Project | Project |
| Theories of PR | PR Management | | PR Elective | PR Elective |
| PR Elective | PR Elective | | and/or | and/or |
| and/or | and/or | | General Elective—if needed | General Elective—if needed |
| General Elective | General Elective | | | |

Mass Communication and Society is required and can be taken after completion of Theories of PR and PR Research

Signatures below indicate approval of this degree plan.

Signature of Student

Date Signed

Signature of Academic Adviser

Date Signed

Signature of Associate Dean, Division of Graduate Studies

Date Signed

*See Graduate Catalog for prerequisites.

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