



General Education

CR

- 3 ***Composition** (C) _____
- 12 ***Humanities** includes courses in history, literature, etc., that have an (H) designation.
Humanities (H) _____ Humanities (H) _____
Humanities (H) _____ Humanities (H) _____
- 9 ***Social/Behavioral Sciences** includes courses in economics, pol. science, etc. that have an (S) designation.
S/B Science (S) _____ S/B Science (S) _____
S/B Science (S) _____
- 6 ***Mathematics** includes courses indicated GE-M. 3 hours must be a pure math (prefix of MAC or MGF). STA2023 counts for GE-M.
Math (M) _____ Math (M) _____
- 6 ***Physical and Biological Sciences** one each of a course with a (P) and a (B) designation.
Science (P) _____ Science (B) _____

University Required Course (students admitted Sum B 2012 or later)

- 3 * HUM 2305 "What Is the Good Life" _____ (counts as a GE-H above)

International and Diversity Focus

- 6 Includes courses in history, fine arts, literature, etc., that have an (N) or (D) designation
***International** (N) _____ ***Diversity** (D) _____

Tracking

*JOU3109C __ (3) coreq *JOU2005 __ (1) AMH 2010 __ (3) AMH 2020 __ (3)
POS 2041 __ (3) POS 2112 or PSY2012 or CPO 2001 or INR 2001 __ (3)
*2nd English composition course (GE-C) __ (3) PUR3000 __ (3)

Pre-Professional

*SPC 2608 or *ORI 2000 __ (3) ECO 2023 or 2013 __ (4)
*STA 2023 __ (3) *3rd English Elective __ (3)

Quantitative Option

(8 hours from courses listed here:

<http://www.jou.ufl.edu/wp-content/uploads/2012/07/College-Foreign-Language-and-Quant-Option-Requirement.pdf>

-OR-

Foreign Language Proficiency*

Placement test or one year / two semesters at college level. Can be taken S/U. <http://www.jou.ufl.edu/wp-content/uploads/2012/07/College-Foreign-Language-and-Quant-Option-Requirement.pdf>

Public Relations

Fall 2013: Freshmen and Sophomores are advised in 1000 Weimer. Juniors and Seniors should consult with a faculty adviser. Spring 2014: All students are advised in 1000 Weimer.

To graduate, in addition to the requirements in your major, you must complete:

- All General Education requirements
- All pre-professional requirements
- English electives (for a total of 9 credits including Gen Ed composition course)
- Other required courses for the major
- 124 hours total credits
- 72 credits outside of the college
- 52 credits in CJC coursework, excluding MMC4200
- Tracking courses are expected to be completed by end of sophomore year
- An outside concentration (12 credits) or minor (15 – 24 credits). Can take up to 3 credits in outside concentration S/U (except introductory course)
- A quantitative option or foreign language proficiency (8 – 10 credits)
- Statistics (STA 2023) may count as either a Gen-Ed math or a quantitative option class, but not both.

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*Grade of "C" or better required. Also applies for courses taken to satisfy University Writing & Math requirements

08/01/2013

This advising sheet is intended to assist students in planning courses. The official degree requirements can be found in the undergraduate catalog:

<https://catalog.ufl.edu/ugrad/current/Pages/home.aspx>

UF MyCJC for Students
College of Journalism and Communications

<http://my.jou.ufl.edu/students/>

Applies to students admitted Summer B 2013 or later. Students are responsible for meeting graduation requirements. Minimum of 124 hours needed for graduation; 72 non-college hours are required. A total of 52 credits hours of CJC courses are required. MMC4200 is considered part of the 72 non-college hours. For information about **graduation with honors**, please visit:

<http://www.jou.ufl.edu/resources/default.asp> Public Relations majors who complete the following electives (PUR4203, ADV3008, ADV4400) may apply for the International Communication Certificate along with the bachelor's degree.

Professional and Core Courses (30 CJC credits) MMC4200=3 non-CJC credits

CR

- 3 ___ *PUR 3000 Principles of Public Relations (2JM)
- 3 ___ *JOU3109c Multimedia Writing (JOU 1001 or MMC 2604 or PUR 3000, and *ENC 1101 and *ENC 1102; co-req. *JOU2005)
- 1 ___ *JOU 2005 Writing Mechanics for Journalists (*ENC1101, *ENC1102; co-req. *JOU3109c)
- 3 ___ *JOU 3101 Reporting (*JOU3109C, *JOU2005; coreq. *JOU3346L)
- 1 ___ *JOU 3346L Multimedia Reporting (coreq: *JOU3101, *JOU3109C)
- 3 ___ *PUR 3500 Public Rel. Research (3JM, *PUR3000, *STA2023)
- 3 ___ *PUR 3801 Public Relations Strategy (*PUR3000, *PUR3500)
- 4 ___ *PUR 4100 Public Relations Writing (*PUR3000, *JOU3101)
- 3 ___ *PUR 4103 Public Relations Visual Communication (*PUR3801, *JOU3101)
- 3 ___ *PUR 4404C International Public Relations (*PUR3000)
- 3 ___ *PUR 4800 Public Relations Campaigns (4JM, *PUR3000, *PUR3801, *PUR4100, *PUR4103)
- 3 ___ MMC 4200 Law of Mass Communication (4JM)

Professional Electives—Minimum 14 credits [§] (Note: Students may need to complete additional courses in the college to reach 52 total college credits.)

Block 1 (two public relations, one non-public relations class required)

- 3 ___ PUR 4107 Advanced PR Visual Communication (B or better in PUR4103 or instructor permission)
- 3 ___ PUR 4410 Principles of Fund Raising (*PUR3000, *PUR3500)
- 3 ___ PUR 4203 Ethics & Professional Respons. in PR (3JM, *PUR3000, *PUR3500)
- 1-3 ___ PUR 4932 Special Study in PR (repeated for up to 6 cr., instr. permission)
- 1-3 ___ PUR 4905 Individual Study in PR (10 hours of professional courses, dept. chair approval)
- 2 ___ PUR 4933 Seminar: Issues in PR (4JM or instr permission, *PUR3000, *PUR3500)
- 3 ___ ADV 3008 Principles of Advertising (2JM)
- 3 ___ ADV3203 Intro to Design and Graphics (*ADV3008)
- 3 ___ ADV4400 International and Cross-Cultural Advertising (*ADV3008)
- 3 ___ ADV4930 Special Topics in Advertising
- 3 ___ JOU 4308 Magazine and Feature Writing (JOU3101)
- 3 ___ MMC 3260 Communications on the Internet (3JM, instructor permission)
- 2 ___ PGY 3610 Survey of Photojournalism (3JM)
- 3 ___ RTV 3007 Introduction to Telecommunication

Block 2 (minimum of one course required)

- 1-3 ___ *PUR 4940 PR Internship (2.5 GPA, JOU3109c, JOU3101, PUR3000, Dept. chair permission)
- 1-3 ___ *PUR 4905 Individual Study in PR Supervised Research (at least 10 hours of professional courses and approval of department chair)

Requests for the following courses will be handled by the Public Relations Office (2083 Weimer Hall)

- 3 ___ *RTV 3101 Advanced Writing for Electronic Media (*RTV2100, *RTV3007)
- 3 ___ *RTV 3200 Fundamentals of Production (*RTV2100, *RTV3007)
- 3 ___ *MMC/PUR 5XXX or 6XXX Graduate Coursework (4JM, 3.0 GPA, Instructor & Dept. Chair permission)

*Grade of "C" or better required. Also applies for courses taken to satisfy University Writing & Math requirements.

08/01/2013

Public Relations

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