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


-OR-

Foreign Language Proficiency*


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

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.

Follow us on FB: Facebook.com/AdviseMe

08/01/2013
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](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

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

### Professional Electives—Minimum 14 credits

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

| 3   | PUR 4107 Advanced PR Visual Communication (8 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.*

---

**Faculty Advisers**

- **Ann Christiano**
  392-0420 3057 Weimer
  achristiano@jou.ufl.edu

- **Mary Ann Ferguson**
  392-6660 2044 Weimer
  mferguson@jou.ufl.edu

- **Kathleen Kelly**
  392-9359 3056 Weimer
  kkelly@jou.ufl.edu

- **Linda Hon**
  294-2745 3202C Weimer
  lhon@jou.ufl.edu

- **Sora Kim**
  392-9961 3061 Weimer
  sorakim@jou.ufl.edu

- **Moon Lee**
  273-1699 3050 Weimer
  mlee@jou.ufl.edu

- **Deanna Pelfrey**
  392-3113 2032 Weimer
  dpelfrey@jou.ufl.edu

- **Study Abroad**
  **Kay Tappan**

- **Dr. Juan-Carlos Molleda, Interim Department Chair**
  273-1223 2083 Weimer
  jmolleda@jou.ufl.edu

---

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](https://catalog.ufl.edu/ugrad/current/Pages/home.aspx)