

Public Relations

Drake University School of Journalism and Mass Communication

Beginning Fall 2015

Area Of Inquiry Track		
AOI	Course	Completed
First Year Seminar		<input type="checkbox"/>
Artistic Experience	JMC 059	<input type="checkbox"/>
Critical Thinking		<input type="checkbox"/>
History Foundation 1		<input type="checkbox"/>
History Foundation 2		<input type="checkbox"/>
Information Literacy	JMC 030	<input type="checkbox"/>
Global & Cultural Understanding		<input type="checkbox"/>
Engaged Citizen	JMC 085	<input type="checkbox"/>
Quantitative Literacy		<input type="checkbox"/>
Written Communication	JMC 054	<input type="checkbox"/>
Life Science*	PSY 001	<input type="checkbox"/>
Physical Science*		<input type="checkbox"/>
Values and Ethics	JMC 104	<input type="checkbox"/>

*Only one lab required - PSY 001 Lab

OR

Honors Track		
<i>Note: Must register for the Honors track</i>		
Honors Class	Course	Completed
Paths to Knowledge	HONR 100	<input type="checkbox"/>
AOI - Science with lab	PSY 001	<input type="checkbox"/>
AOI - Quantitative		<input type="checkbox"/>
AOI - Artistic Experience	JMC 059	<input type="checkbox"/>
15 credits of Honors electives required		
Honors Electives		<input type="checkbox"/>
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SJMC Core Requirements	Pre-Req	Completed
030 Mass Media in a Global Society		<input type="checkbox"/>
031 Multimedia Lab (1 cr.)		<input type="checkbox"/>
040 Pre-Professional Workshop (1 cr.)		<input type="checkbox"/>
041 Financial Fundamentals for Com. Prof. (1 cr.)		<input type="checkbox"/>
054 Reporting and Writing Principles		<input type="checkbox"/>
055 Digital Strategies		<input type="checkbox"/>
059 Intro to Visual Communication		<input type="checkbox"/>
104 Media Law and Ethics	Jr+	<input type="checkbox"/>
Non-SJMC Core Requirements		
POLS 001 American Political Systems		<input type="checkbox"/>
Sociology Course (3 Credits)		<input type="checkbox"/>

Major Requirements	Pre-Req	Completed
085 PR Principles		<input type="checkbox"/>
123 PR Writing	054, 085	<input type="checkbox"/>
144 Case Studies Analysis (Spring Only)	085, 123	<input type="checkbox"/>
143 PR Planning & Management (Fall only)	059, 123	<input type="checkbox"/>
136 PR Research (Fall only)	123	<input type="checkbox"/>
146 PR Campaign Strategy (Spring only)	040, 123, 143	<input type="checkbox"/>
Non-SJMC Requirements		
ECON 002 Principles of Microeconomics		<input type="checkbox"/>
PSY 001 Intro to Psychology		<input type="checkbox"/>
MKTG 101 Marketing Principles	Econ 002	<input type="checkbox"/>
MGMT 110 Org. Behavior	Jr+	<input type="checkbox"/>

Area of Concentration	21 Credits Total
Title:	12 upper-level credits:
9 lower-level credits:	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

Required to Graduate

124 minimum credit hours
 80 non-JMC credits
 At least 48 of the 80 must be Arts and Sciences credits
 40 credits in 100+ level classes

Additional Notes

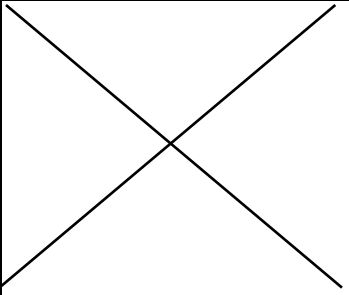
Must maintain a cumulative JMC GPA of 2.25 after attempting 30 credits
 All prerequisites must be a grade of C- or higher
 Must fulfill Drake Curriculum requirements
 All non-JMC Honors and AOI courses count as non-JMC credit



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AP/Transfer Credits	Fall 1		Spring 1
Summer 1	Fall 2	J-term 1	Spring 2
Summer 2	Fall 3	J-term 2	Spring 3
Summer 3	Fall 4	J-term 3	Spring 4

Student Signature _____

Date _____

Advisor Signature _____

Date _____