

Public Relations

Drake University School of Journalism and Mass Communication

Journalism Required Curriculum					
Writing and Creation (9 credits)			Multimedia Skills (7 credits)		
Course	Pre-req	Cr.	Course	Pre-req	Cr.
54 Reporting & Writing Prin.		3	31 Multimedia Lab		1
63 Video for Journalists	31, 54, 57	3	57 Video Production	31	3
67 Digital Audio Wrtg/Prod (Spring)	54	3	59 Intro to Visual Comm		3
70 Media Editing	54	3	63 Video for Journalists	31, 54, 57	3
91 Magazine Staff Writing (Fall)	54	3	67 Digital Audio Wrtg/Prod (Spring)	54	3
98 Adv. Reporting (Spring)	54	3	75 Digital Photography (Fall)	59	3
120 Freelance Writing (Spring)	54	3			3
123 PR Writing	54	3	Strategy and Execution (9 credits)		
124 Copywriting & Content Dsn (Spring)	54, 76, & Pre/Co-req 57 or 59	3	Course	Pre-req	Cr.
Research and Analytics (9 credits)			55 Digital Strategies		3
Course	Pre-req	Cr.	105 Web Page Design		3
55 Digital Strategies		3	114 Advanced Video (Fall)	63	3
99 Social Media Strategies		3	115 Video Sports Production (Fall)	63	3
103 Public Affairs Report. (Fall)	Jr, 41, 55, 63, 70, 98	3	116 Documentary Production (Fall)	63	3
113 Concepts in Consumer Awareness (Fall)	54, 76	3	118 Meredith Apprenticeship	Instr. Approval	3
117 Strategic Media Planning (Spring)	40, 57, 59, 113, MKTG 101	3	119 Magazine Publishing (Fall)	59, 41, and 70 or 91	3
119 Magazine Publishing (Fall)	59	3	138 Org. Public Affairs (Fall)		3
136 PR Research (Fall)	123	3	141 Strategic Message Design (Fall)	40, 57, 59, 113, 124, MKTG 101	3
139 Adv. Account Planning (Fall)	40, 57, 59, 113, 124, MKTG 101	3	143 PR Planning & Mgmt. (Fall)	59, 123	3
144 Cases in Ethical PR Practice (Spring)		3	145 Adv. Campaign Strategy (Spring)	139, and 117 or 141	3
195 App Design	Instr. Approval	3	146 PR Campaign Strategy (Spring)	143	3
			147 SPC Capstone (Spring)	88, 138	3
			172 Journalism Capstone	Instr. Approval	3
			173 Reporting for TV & Web (Spring)	63	3

Additional Journalism Options					
Explore			Business Knowledge		
Course	Pre-req	Cr.	Course	Pre-req	Cr.
30 Mass Media in a Global Society		3	40 Pre-Professional Workshop		1
76 Advertising Principles		3	41 Financial Fundamentals for Comm Prof.		1
84 Brand Media Principles		3	104 Media Law and Ethics	Jr.	3
85 PR Principles		3	109 JMC Internship		1-3
88 Intro to SPC		3	Other		
			Course	Pre-req	Cr.
INTD 025 Bulldog Foundations		1	ECON 002 Principles of Microeconomics		3
POLS 001 American Political Systems		3	MKTG 101 Marketing Principles	ECON 002	3
Sociology Course		3	MGMT 110 Organizational Behavior	Jr.	3
PSY 001 Intro to Psychology		4			

Public Relations

Drake University School of Journalism and Mass Communication

Graduation Requirements

124 minimum credit hours
 44 JMC credit hours
 72 non-Journalism credit hours
 At least 48 of the 72 must be Arts & Sciences credits
 40 credit hours of courses numbered 100 or above
 21 non-JMC credit hour area of concentration

Maintain a cumulative and JMC GPA of 2.25
 All pre-requisite courses must be a grade of C- or higher
 Must fulfill the Drake Curriculum requirements
 Non-JMC AOI & Honors courses count as non-JMC credit

Drake Curriculum						
Area of Inquiry (AOI)			OR	Honors		
Area of Inquiry	Course	Done		Honors	Course	Done
First Year Seminar				<i>Note: Must register for the honors track</i>		
Artistic Experience	JMC 059			Paths to Knowledge		
Critical Thinking				AOI - Science With Lab	PSY 001	
History Foundation 1				AOI - Quantitative		
History Foundation 2				AOI - Artistic Experience	JMC 059	
Information Literacy	JMC 030			15 Credits of Honors Electives Required		
Global & Cultural Understanding				Honors Elective		
Engaged Citizen	JMC 085			Honors Elective		
Quantitative Literacy				Honors Elective		
Written Communication	JMC 054			Honors Elective		
Life Science*	PSY 001			Honors Elective		
Physical Science*						
Values and Ethics	JMC 104					

Journalism Required Curriculum (44 credit hours)					
Writing and Creation			Research and Analytics		
_____		cr	_____		cr
_____		cr	_____		cr
_____		cr	_____		cr
Multimedia Skills			Strategy and Execution		
_____		cr	_____		cr
_____		cr	_____		cr
_____		cr	_____		cr
_____		Explore/Business Knowledge/Other	_____		cr
_____		cr	_____		cr
_____		cr	_____		cr
_____		cr	_____		cr

Area of Concentration					
21 credit hours of non-JMC course work, of which a minimum of 12 credit hours need to be upper-level (course number 100 or above)					
Lower-level course work	_____	cr	Upper-level course work	_____	cr
(9 cr.)	_____	cr	(12 cr.)	_____	cr
		cr			cr