

# Public Relations

## School of Journalism and Mass Communication

Fall 2023

Fall		
Course	Attribute	Cr
JMC 030: Mass Media in a Global Society	INFO and EI	3
JMC 031 Multimedia Lab		1
INTD 025: Blueprint for Success		1
JMC 085: PR Principles	Engaged Citizen	3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>14</b>

Spring		
Course	Attribute	Cr
JMC 054: Reporting and Writing Principles	Written Communication	3
PSY 001: Introduction to Psychology	Life Science	4
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>16</b>

Fall		
Course	Attribute	Cr
JMC 058: Foundations of Visual Communication	Artistic Experience	3
JMC 123: PR Writing		3
JMC 040: Pre-professional Workshop		1
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>16</b>

Spring		
Course	Attribute	Cr
JMC 055: Digital Strategies		3
ECON 002: Microeconomics		3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

Fall		
Course	Attribute	Cr
JMC 143: PR Planning and Management		3
JMC Elective		3
MKTG 101: Marketing Principles		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

Spring		
Course	Attribute	Cr
JMC 104: Law and Ethics	Values and Ethics	3
JMC 041: Financial Fundamentals for Comm Professionals		1
JMC 144: Cases in Ethical PR Practice		3
AOI or Any Course		3
AOI or Any Course		3
Any Course		1
<b>Total Credits</b>		<b>14</b>

Fall		
Course	Attribute	Cr
JMC 136: PR Research		3
MGMT 110: Organizational Behavior		3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

Spring		
Course	Attribute	Cr
JMC 146: PR Campaign Strategy		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
<b>Total Credits</b>		<b>15</b>

**Total Credit Hours Included in Academic Plan** **120**

### Program and Advising Notes

Please meet with your Advising Specialist prior to making any changes to the sequencing of courses on your degree path, to ensure you can stay on track for graduation.

Please refer to your program sheet for course sequencing and a list of pre-requisites for JMC courses.