

# Public Relations

Drake University School of Journalism and Mass Communication  
Fall 2024

Drake Curriculum		
Requirement	Course	Completed
First Year Seminar		<input type="checkbox"/>
Equity and Inclusion	JMC 030	<input type="checkbox"/>

Area of Inquiry		
Artistic Experience	JMC 058	<input type="checkbox"/>
History Foundation		<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"/>
Science with Lab	PSY 001	<input type="checkbox"/>
Values and Ethics	JMC 104	<input type="checkbox"/>

**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 058	<input type="checkbox"/>
15 credits of Honors electives required		
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>
Honors Elective		<input type="checkbox"/>

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.) (Spring)		<input type="checkbox"/>
041 Financial Fundamentals for Com. Prof. (1 cr.) (Sp)	So+	<input type="checkbox"/>
054 Reporting and Writing Principles		<input type="checkbox"/>
055 Digital Strategies		<input type="checkbox"/>
104 Media Law and Ethics (Spring)	Jr+	<input type="checkbox"/>

Major Requirements	Pre-Req	Completed
058 Foundations of Visual Comm (Spring)	031	<input type="checkbox"/>
085 PR Principles		<input type="checkbox"/>
123 PR Writing	054, 085, co-req 031	<input type="checkbox"/>
144 Cases in Ethical PR Practice (Spring Only)	054	<input type="checkbox"/>
143 PR Planning & Management (Fall only)	058, 123	<input type="checkbox"/>
136 PR Research (Fall only - Capstone)	123	<input type="checkbox"/>
146 PR Campaign Strategy (Spring only - Capstone)	136, 143	<input type="checkbox"/>
JMC Elective		<input type="checkbox"/>
JMC Elective		<input type="checkbox"/>
JMC Elective		<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	So+	<input type="checkbox"/>

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

## Required to Graduate

120 minimum credit hours  
40 credits in 100+ level classes  
44 minimum JMC credit hours

## 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



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Writing and Creation			Multimedia Skills			Explore		
Course	Pre-req	Cr.	Course	Pre-req	Cr.	Course	Pre-req	Cr.
054 Reporting & Writing Principles		3	031 Multimedia Lab		1	030 Mass Media in a Global Society		3
067 Digital Audio Wrtg/Prod (Spring)	054	3	057 Video Production	031	3	076 Advertising Principles (Fall)		3
070* Media Editing	054	3	058 Foundations of Visual Comm (Spring)	031	3	085 PR Principles		3
100 Electronic Field Production	054, 057	3	059 Visual Comm Methods	031	3	088 Intro to SPC (Fall)		3
120* Freelance Writing	054	3	067 Digital Audio Wrtg/Prod (Spring)	031, 054	3	108 Media Criticism (Fall)		3
123 PR Writing	054	3	075 Digital Photography (Fall)	059	3	178* Sports, Publicity & Promotion	054	3
124 Advertising Copy and Content (Spring)	054	3	100 Electronic Field Production	054, 057	3			
161* Adv. Magazine Staff Writing	054	3	150 Editing & Motion Graphics (Spring)	100	3			
168* Advanced Reporting	054	3						
176* Travel Writing	054	3						
177* Advanced Audio Storytelling	054	3						
Research and Analytics			Strategy and Execution			Business Knowledge		
Course	Pre-req	Cr.	Course	Pre-req	Cr.	Course	Pre-req	Cr.
055 Digital Strategies		3	055 Digital Strategies		3	040 Pre-Professional Workshop		1
065 Social Media Strategies		3	105 Web Content & Development	055	3	041 Financial Fundamentals for Comm. Prof. (Spring)	So+	1
103 Statehouse Reporting (Spring)	054	3	114 Advanced Video Production (Fall)	067, 100	3	104 Media Law and Ethics (Spring)	Jr+	3
113 Consumer Culture (Spring)	076	3	116 Documentary Production (Fall)	067, 100	3	109 JMC Internship		1-3
117 Media Analytics and Insights (Fall)	113, MKTG 101	3	118 Dotdash Meredith Apprenticeship	Instr. Approval	3	110 State Capitol Experience		3
119* Brand Media Planning	054	3	119* Brand Media Planning (Fall)	054	3	118 Dotdash Meredith Apprenticeship	Instr. Approval	3
136 PR Research (Fall)	123	3	128* Generative AI Theory & Practice		3			
139 Advertising Research and Planning (Fall)	40, 113, 124, MKTG 101	3	131 Political Campaign Mgmt (Fall)		3			
144 Cases in Ethical PR Pract. (Spring)	054	3	138 Public Affairs Planning & Mgmt (Fall)		3			
195 App Design	055	3	141 Advanced Strategic Messaging (Fall)	057, 059, 124, MKTG 101	3			
			143 PR Planning & Mgmt. (Fall)	059, 123	3			
			145 Advertising Campaign Capstone (Spring)	057, 059, 139, & 117 or 141	3			
			146 PR Campaign Strategy (Spring)	136, 143	3			
			147 SPC Capstone (Spring)	088, 138	3			
			172 Journalism Capstone (Fall)	Instr. Approval	3			
			173* Reporting for TV & Web	100	3			
			194 Digital Media Production Capstone (Spring)	040, 055, 059, 105, 124, elective	3			

\*courses offered on a rotational basis - see schedule of classes for availability