

Public Relations

School of Journalism and Mass Communication

Fall		
Course	Pre-reqs	Cr
JMC 030: Mass Media in a Global Society (INFO/EI)		3
JMC 031 Multimedia Lab		1
JMC 085: PR Principles (CITZ)		3
FYS		3
AOI or Any Course		3
Total Credits		13

Spring		
Course	Pre-reqs	Cr
JMC 054: Reporting and Writing Principles (WRIT)		3
PSY 001: Introduction to Psychology (SCI)		4
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		16

Fall		
Course	Pre-reqs	Cr
ECON 002: Microeconomics		3
JMC 123: PR Writing	JMC 054, 085, pre-/co-req 031	3
JMC 040: Pre-Professional Workshop		1
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		16

Spring		
Course	Pre-reqs	Cr
JMC 055: Digital Strategies		3
JMC 058: Foundations of Visual Communication (ARTS) (S)	JMC 031	3
MKTG 101: Marketing Principles	ECON 002	3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Fall		
Course	Pre-reqs	Cr
JMC 143: PR Planning and Management (F)	JMC 058, 123	3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 104: Media Law and Ethics (VE) (S)	Jr.+	3
JMC 041: Financial Fundamentals for Comm Professionals (S)	So.+	1
JMC 144: Cases in Ethical PR Practice (S)	JMC 054	3
AOI or Any Course		3
AOI or Any Course		3
Any Course		2
Total Credits		15

Fall		
Course	Pre-reqs	Cr
JMC 136: PR Research (F)	JMC 123	3
MGMT 110: Organizational Behavior	So.+	3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

Spring		
Course	Pre-reqs	Cr
JMC 146: PR Campaign Strategy (S)	JMC 143	3
JMC Elective		3
AOI or Any Course		3
AOI or Any Course		3
AOI or Any Course		3
Total Credits		15

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.