

Public Relations

Drake University School of Journalism and Mass Communication

Fall 2025

| 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"/> |

| 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: | 12 upper-level credits: |
| 9 lower-level credits: | <input type="checkbox"/> |
| | <input type="checkbox"/> |

Required to Graduate

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

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

Advisor Sign-Off

| Yr. | Fall | Spring |
|-----|------|--------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |

First-year courses
Transfer students take first year

Second-year courses
Transfer students take first year

Third-year courses
Transfer students take second year

Fourth-year courses
Transfer students take second year

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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 (Fall) | 054 | 3 | 058 Foundations of Visual Comm (Spring) | 031 | 3 | 079 Sports Media & Communication (Fall) | | 3 |
| 100 Electronic Field Production | 054, 057 | 3 | 059 Visual Comm Methods | 031 | 3 | 085 PR Principles | | 3 |
| 112 Sports Reporting (Spring) | 054 | 3 | 067 Multimedia Sound Design (Spring) | 031, 054 | 3 | 088 Intro to SPC (Fall) | | 3 |
| 120* Freelance Writing (Spring) | 054 | 3 | 075 Digital Photography (Fall) | 059 | 3 | 108 Media Criticism (Fall) | | 3 |
| 123 PR Writing | 054 | 3 | 100 Electronic Field Production | 054, 057 | 3 | 178* Sports, Publicity & Promotion (Fall) | Jr.+, 055 | 3 |
| 124 Advertising Copy and Content (Spring) | 054 | 3 | 150 Editing & Motion Graphics (Spring) | 100 | 3 | | | |
| 161* Adv. Magazine Staff Writing (Fall) | 054 | 3 | Strategy and Execution | | | | | |
| 168* Advanced Reporting (Spring) | 054 | 3 | Course | Pre-req | Cr. | | | |
| 176* Travel Writing | 054 | 3 | 055 Digital Strategies | | 3 | | | |
| 177* Advanced Audio Storytelling | 054 | 3 | 105 Web Content & Development | 055 | 3 | Business Knowledge | | |
| | | | 114 Advanced Video Production (Fall) | 057, 100 | 3 | | | |
| | | | 115 Sports Production (Spring) | 057, 100 | 3 | Course | Pre-req | Cr. |
| | | | 116 Documentary Production (Fall) | 057, 100 | 3 | 040 Pre-Professional Workshop | | 1 |
| | | | 118 Dotdash Meredith Apprenticeship | Instr. Approval | 3 | 041 Financial Fundamentals for Comm. Prof. (Spring) | So+ | 1 |
| 055 Digital Strategies | | 3 | 119* Brand Media Planning (Fall) | 054 | 3 | | | |
| 065 Social Media Strategies | | 3 | 128* Generative AI Theory & Practice | | 3 | | | |
| 103 Statehouse Reporting (Spring) | 054 | 3 | 131 Political Campaign Mgmt (Fall) | | 3 | 104 Media Law and Ethics (Spring) | Jr+ | 3 |
| 113 Consumer Culture (Spring) | 076 | 3 | 138 Public Affairs Planning & Mgmt (Fall) | | 3 | 109 JMC Internship | | 1-3 |
| 117 Media Analytics and Insights (Fall) | 113, MKTG 101 | 3 | 141 Advanced Strategic Messaging (Fall) | 057, 059, 124, MKTG 101 | 3 | 110 JMC Practicum | Instr. Approval | 3 |
| 119* Brand Media Planning (Fall) | 054 | 3 | 143 PR Planning & Mgmt. (Fall) | 059, 123 | 3 | | | |
| 136 PR Research (Fall) | 123 | 3 | 145 Advertising Campaign Capstone (Spring) | 057, 059, 139, & 117 or 141 | 3 | | | |
| 139 Advertising Research and Planning (Fall) | 40, 113, 124, MKTG 101 | 3 | 146 PR Campaign Strategy (Spring) | 136, 143 | 3 | | | |
| 144 Cases in Ethical PR Pract. (Spring) | 054 | 3 | 147 SPC Capstone (Spring) | 088, 138 | 3 | | | |
| 195 App Design (Fall) | 055 | 3 | 172 Journalism Capstone (Fall) | Instr. Approval | 3 | | | |
| | | | 173* Reporting for TV & Web (Spring) | 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