

**Bachelor of Science in Public Relations Course Guideline 125 Hours (Effective 2012)**

<b>FRESHMAN 1ST TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
ENC 1101 - Freshmen Comm. Skills I	3			
GRA 1433 - Basic Design & Web Applications	2			
Humanities Course	3			
Mathematics: (Recommended: MGF 1106 - Liberal Arts I)	3			
POS 2041 - American National Government or POS 3063 American Constitution <i>(Do not substitute for these courses)</i>	3			
SLS 1101 or Non-Journalism Elective if course was not taken	2			
<b>TOTAL HOURS</b>	<b>16</b>			

<b>SOPHOMORE 1ST TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
PUR 3000 - Intro to Public Relations <i>(Pre-req: ENC 1101 &amp; ENC 1102)</i>	3			
Foreign Language I or Sign Language I	3			
Foreign Language I or Sign Language I Lab	1			
JOU 1040 - Language Skills for Media Prof <i>(Pre-req: ENC 1101 &amp; ENC 1102 with minimum B and C)</i>	3			
MMC 2000 - Introduction to Mass Media	3			
Natural Science - <i>(Recommended: BOT 1010 or EVR 1001)</i>	3			
<b>TOTAL HOURS</b>	<b>16</b>			

<b>JUNIOR 1ST TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
CGS 2060/EME 2040/MAN 2543	3			
JOU 3101C - Reporting & Writing II <i>(Pre-req: JOU 2100C) Must have minimum of a 2.5 Cum GPA</i>	3			
MMC 2920 - Professional Dev. Colloquium <i>(Pre-req: Junior Standing)</i>	1			
PGY 2401C - Photo Foundation	3			
PUR 3105 - PR Communications <i>(Pre-req: PUR 3000 OR Co-req: JOU 3101) Must have minimum of a 2.5 Cum GPA</i>	3			
SYG 2000 - Introduction to Sociology	3			
<b>TOTAL HOURS</b>	<b>16</b>			

<b>SENIOR 1ST TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
AMH 2010 or 2020 or 4420	3			
MAR 4323 - Principles of Advertising <i>(Pre-req: MAR 3023)</i>	3			
MMC 4203 - Media Ethics <i>(Junior Standing)</i> <i>Must have minimum of a 2.5 Cum GPA</i>	2			
MMC 4945 - Internship <i>(Pre-req: JOU 2100C &amp; Permission from Internship Coordinator) (Student may enroll in the internship course up to three times, but will receive credit towards graduation once) Must have minimum of a 2.5 Cum GPA</i>	1			
PHI or REL. Course	3			
PUR 4800 PR Campaign <i>(Pre-req: PUR 3105) Must have minimum of a 2.5 Cum GPA</i>	3			
<b>TOTAL HOURS</b>	<b>15</b>			

<b>HOURS REQUIREMENT DASHBOARD</b>	
<b>GRAND TOTAL HOURS =</b>	<b>125</b>
<b>AA DEGREE TOTAL HOURS =</b>	<b>0</b>
<b>HOURS NEEDED TO GRADUATE =</b>	<b>0</b>

\_\_\_\_\_  
Student's Signature - \_\_\_\_\_ Date

\_\_\_\_\_  
Advisor's Signature \_\_\_\_\_ Date

\_\_\_\_\_  
Division Director's Signature \_\_\_\_\_ Date

\_\_\_\_\_  
Dean's or Associate Dean's Signature \_\_\_\_\_ Date

<b>FRESHMAN 2ND TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
ENC 1102 - Freshmen Comm. Skills II	3			
Humanities Course	3			
Mathematics: (Recommended: MGF 1107 - Liberal Arts II)	3			
POS 2112 - State & Local Government <i>(Do not substitute for this course)</i>	3			
GRA 1111 - Principles of Graphic Design <i>(Pre-req: GRA 1433)</i>	3			
<b>TOTAL HOURS</b>	<b>15</b>			

<b>SOPHOMORE 2ND TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
JOU 2100C - Reporting & Writing I <i>(Pre-req: JOU 1040) Must have minimum of a 2.5 Cum GPA</i>	3			
Foreign Language II or Sign Language II	3			
Foreign Language II or Sign Language II Lab	1			
Natural Science - <i>(Recommended: BOT 1010 or EVR 1001)</i>	3			
PUR 3401 Critical Issues in PR <i>(Pre-req OR Co-req: PUR 3000)</i>	3			
SPC Course	3			
<b>TOTAL HOURS</b>	<b>16</b>			

<b>JUNIOR 2ND TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
AML 2010/AML 4610	3			
JOU 4342C - Reporting & Writing III <i>(Pre-req: JOU 3101C) Must have minimum of a 2.5 Cum GPA</i>	3			
MAR 3023 - Principles of Marketing <i>(Pre-req: Junior Standing)</i>	3			
PSY 2012 - Introduction to Psychology	3			
PUR 4500 - PR Research & Strategies <i>(Pre-req OR Co-req: PUR 3105) Must have minimum of a 2.5 Cum GPA</i>	3			
<b>TOTAL HOURS</b>	<b>15</b>			

<b>SENIOR 2ND TERM</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
AFA 3104/AMH 2091	3			
Approved LIT, ENL Or AML Course	3			
ECO 2013 - Principles of Economics I	3			
GEO 3421 - Cultural Geography OR GEA OR GEO	3			
MMC 4200 - Communication Law <i>(Pre-req: Junior Standing) Must have minimum of a 2.5 Cum GPA</i>	3			
MMC 4922 - Senior Capstone Colloquium <i>(Required of Journalism majors during graduation semester - fall or spring) Must have minimum of a 2.5 Cum GPA</i>	1			
<b>TOTAL HOURS</b>	<b>16</b>			

<b>Courses Taken Will Not Count Towards Degree</b>	<b>HRS</b>	<b>GR</b>	<b>SEM</b>	<b>YR</b>
<b>GRAND TOTAL</b>	<b>0</b>			

Student must earn at least a "B" and a "C" in ENC 1101 and ENC 1102. Students who fail to meet this requirement must earn a "B" or better in ENC 2300 to enroll in JOU 1040. Students must have 2.0 minimum GPA to enroll in JOU 1040.

Student must earn "C's" or better in six semester hours of math.

Student must earn six credits in natural science courses.

Student must earn "C's" or better in general education courses.

Liberal Arts Requirements (30 Semester Hours); Student must earn "C's" or better in these courses

**Foreign Languages (8 Semester Hours)**

A student must earn "C's" or better in at least eight credit hours of the same foreign language or sign language.  
A student who has completed foreign language in high school may take a placement test to determine the appropriate course level.

**Cognate Requirements and Electives (Six semester hours)**

Public Relations Track students must complete MAR 3023 Principles of Marketing and MAR 4323 Principles of Advertising. If the student did not take SLS 1101, a two-hour elective is required.