



# College of Journalism and Communications

## Public Relations

2017-18

Bachelor of Science with Innovation Minor

*Suggested Schedule\**

### FRESHMAN

#### Semester 1 (Spring)

<b>AMH 2020 United States Since 1877 (GE-S, State Core - S)</b>	<b>3</b>
ENC 1101 Expository & Argum. Writing (GE-C, State Core - C, 6K words)	3
CPO 2001 Comparative Politics <b>or</b> INR 2001 Introduction to International Relations <b>or</b> POS 2112 American State and Local Government (GE-S)	3
Pure Mathematics (GE-M, State Core - M)	3
<b>MMC1009 Introduction to Media and Communications</b>	<b>1</b>
Physical <b>or</b> Biological Science (GE-P <b>or</b> GE-B, State Core - B/P)	3
IDS 1353 Creativity in Context	2
<b>Total</b>	<b>18</b>

#### Semester 2 (Summer)

<b>STA 2023 Intro to Statistics (GE-M, State Core - M)</b>	<b>3</b>
POS 2041 American Federal Government (GE-S, State Core - S) <b>or</b> PSY 2012 General Psychology (GE-S, State Core - S) Physical <b>or</b> Biological Science (GE-P <b>or</b> GE-B, State Core - B/P)	3
IDS 1359 Creativity in Action	2
<b>ENC 1102 Argument &amp; Persuasion (GE-C, State Core - C, 6K words)</b>	<b>3</b>
THE 2000 Theatre Appreciation (GE-HD, State Core - H) <b>or</b> ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core - H)	3
<b>Total</b>	<b>17</b>

### SOPHOMORE

#### Semester 3 (Spring)

<b>PUR 3000 Principles of Public Relations</b>	<b>3</b>
Foreign language <b>or</b> quantitative option	3
ENT 3003 Principles of Entrepreneurship <b>or</b> EGN 4641 Engineering Entrepreneurship	4
<b>ECO 2013 Principles of Macroeconomics (GE-S, State Core - S)</b>	<b>4</b>
MUL 2010 Intro to Music Lit (GE-HN, State Core - H)	3
<b>Total</b>	<b>17</b>

#### Semester 4 (Summer)

<b>JOU 3109C Multimedia Writing</b>	<b>3</b>
MMC 2121 Writing Fundamentals for Communicators	3
Foreign language <b>or</b> quantitative option	3
AEC 3410 Fostering Innovation Through Leadership	3
Elective outside college	3
<b>Total</b>	<b>15</b>

### JUNIOR

#### Semester 5 (Spring)

JOU 3101 Reporting (6K words)	3
PUR 3500 Public Relations Research	3
VIC 3001 Sight, Sound and Motion	4
PHI3641 Conduct, Change and Consequences (GE-H, 4K w)	3
SPC 2608 Introduction to Public Speaking <b>or</b> ORI 2000 Oral Performance of Literature	3
<b>Total</b>	<b>16</b>

#### Semester 6 (Summer)

PUR 3801 Public Relations Strategy	3
Professional electives	4
MMC 3420 Consumer and Audience Analytics	3
ENT 4015 The Venture Accelerator <b>or</b> IDS 4950 IA Senior Project	2
ENC3254 Prof. Writing (6K words)	3
<b>Total</b>	<b>15</b>

### SENIOR

#### Semester 7 (Spring)

PUR 4100 Public Relations Writing	4
PUR 4404C International Public Relations	3
Professional electives	3
MMC 4200 Law of Mass Communication	3
<b>Total</b>	<b>13</b>

#### Semester 8 (Summer)

Professional electives	6
PUR 4800 Public Relations Campaigns (IA Capstone)	3
Elective outside college	4
<b>Total</b>	<b>13</b>

\* For Detailed tracking and degree requirements please refer to the [UF catalog](#).

**Total Credits to Degree = 124**

Last Updated: May 2017