



College of Journalism and Communications

Public Relations

2017-18

Bachelor of Science with Innovation Minor

*Suggested Schedule**

FRESHMAN

Semester 1 (Spring)

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

Semester 2 (Summer)

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

SOPHOMORE

Semester 3 (Spring)

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

Semester 4 (Summer)

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

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) SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature	3
Total	16

Semester 6 (Summer)

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

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
Total	13

Semester 8 (Summer)

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

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

Total Credits to Degree = 124

Last Updated: May 2017