



Public Relations

Bachelor of Science with Innovation Minor

*Suggested Schedule**

FIRST YEAR			
Semester 1 (Spring)		Semester 2 (Summer)	
AMH 2020 United States Since 1877 (GE-S, State Core - S)	3	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
ENC 1101 Expository & Argum. Writing (GE-C, State Core - C, 6K words)	3	ECO 2013 Principles of Macroeconomics (GE-S, State Core-S)	4
CPO 2001 Comparative Politics or INR 2001 Introduction to International Relations or POS 2112 American State and Local Government (GE-S)	3	POS 2041 American Federal Government (GE-S, State Core - S) or PSY 2012 General Psychology (GE-S, State Core - S)	3
Pure Mathematics (GE-M, State Core - M)	3	IDS 1359 Innovation in Action	2
MMC1009 Introduction to Media and Communications	1	ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
MUL 2010 Experiencing Music (GE-HN, State Core-H)	3	THE 2000 Theatre Appreciation (GE-HD, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-HD, State Core - H)	3
IDS 1940 Creativity & Design Thinking for Innovation	2	TOTAL	18
TOTAL	18		
SECOND YEAR			
Semester 3 (Spring)		Semester 4 (Summer)	
STA 2023 Intro to Statistics (GE-M, State Core-M)	3	PUR 3000 Principles of Public Relations	3
Foreign language or quantitative option	3	MMC 2121 Writing Fundamentals for Communicators	3
ENT 3003 Principles of Entrepreneurship or EGN 4641 Engineering Entrepreneurship	4	Foreign language or quantitative option	3
VIC 3001 Sight, Sound and Motion	3	AEC 3410 Fostering Innovation Through Leadership	3
Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3	SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Performance of Literature	3
TOTAL	16	TOTAL	15
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
MMC 3203 Ethics	3	JOU 3101 Reporting (6K words)	3
MMC 4200 Law of Mass Communication	3	PUR 3500 Public Relations Research	3
MMC 3420 Consumer and Audience Analytics	3	Professional elective	3
PHI3641 Ethics and Innovation	3	ENT 4015 The Venture Accelerator or IDS 4950 Innovation Academy Senior Project	2
ENC 3252 Strategic Communications (6K words)	3	Elective outside college	1
PUR3211 Diverse Voices	1	TOTAL	12
TOTAL	16		
FOURTH YEAR			
Semester 7 (Spring)		Semester 8 (Summer)	
PUR 4100 Public Relations Writing	4	PUR 4800 Public Relations Campaigns	3
Professional electives	7	Professional electives	9
Elective outside college	1	Elective outside college	1
TOTAL	12	TOTAL	13

TOTAL CREDITS TO DEGREE = 120

** For Detailed tracking and degree requirements please refer to the UF catalog.*

Last Updated April 2023.