



COLLEGE OF JOURNALISM & COMMUNICATIONS

Public Relations (Corporate Communications)

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	ECO2013 Principles of Macroeconomics (St GE-S)	4
ENC 1101 Expository & Argumentative Writing (GE-C, State Core - C, 6K words)	3	POS 2041 American Federal Government (GE-S, State Core - S) or PSY 2012 General Psychology (GE-S, State Core - S)	3
POS2112 American State and Local Government or INR2001 Introduction to International Relations or CPO2001 Introduction to Comparative Politics (GE-S)	3	THE 2000 Theatre Appreciation (GE-H, State Core - H) or ARH 2000 Art Appreciation Div & Glob (GE-H, State Core - H)	3
Pure Mathematics (GE-M, State Core - M)	3	ENC 1102 Argument & Persuasion (GE-C, State Core - C, 6K words)	3
MMC1009 Introduction to Media and Communications	1	Physical or Biological Science (GE-P or GE-B, State Core - B/P)	3
IDS 1940 Creativity & Design Thinking for Innovation	2	IDS 1359 Innovation in Action	2
TOTAL	15	TOTAL	18
SECOND YEAR			
Semester 3 (Spring)		Semester 4 (Summer)	
MUL 2010 Experiencing Music (GE-HN, State Core - H)	3	ENC 3252 Writing for Strategic Communication	3
STA 2023 Introduction to Statistics (GE-M)	3	PUR 3000 Principles of Public Relations	3
VIC 3001 Sight, Sound and Motion	3	MMC 2121 Writing Fundamentals for Communicators	3
ENT 3003 Principles of Entrepreneurship (4 cr), or EGN 4641 Engineering Entrepreneurship (3 cr)	4	Foreign Language or Quantitative Option	3
Foreign Language or Quantitative Option	3	AEC 3410 Fostering Innovation Through Leadership	3
TOTAL	16	TOTAL	15
THIRD YEAR			
Semester 5 (Spring)		Semester 6 (Summer)	
MMC 3203 Ethics and Problems in Mass Communications	3	JOU 3101 News Reporting (6K words)	3
MMC 4200 Law of Mass Communications	3	PUR 3500 Public Relations Research Methods	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Interpretation of Literature	3	ENT 4015 The Venture Accelerator or IDS 4950 IA Senior Project	2
MMC 3420 Consumer and Audience Analytics	3	Corporate Communication elective	3
PHI 2631 Ethics and Innovation (GE-H, 2K WR)	3	Professional elective	1
PUR 3211 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
Corporate Communication elective	3	Corporate Communication elective	3
Professional electives	3	Professional electives	6
Elective outside college	3	Elective outside college	3
TOTAL	13	TOTAL	15

TOTAL CREDITS TO DEGREE = 120

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

Last Updated November 2024.