


Program Curriculum Map 2012-13

Program: PUBLIC RELATIONS and JOURNALISM										
Program Student Learning Goals <i>Successful graduates from this program will be able to.....</i> 	Write competently on a professional level (i.e., write clear, concise, grammatically correct stories). - AND - Write logically, clearly, precisely and persuasively on a professional level.	Gather information through the use of traditional and digital media, and then write and/or produce accurate news stories on deadline.	Use relevant technologies to create and distribute journalistic work across multiple media platforms.	Behave professionally and operate effectively in a professional environment.	Demonstrate understanding of the historical significance and practical implications of mass communications.	Understand the scientific method of inquiry and display research-related writing skills.	Apply the four-step public relations strategic process: research, planning, communication tactics and evaluation..	Make effective oral presentations.	Demonstrate a basic understanding of and competence using computer and multimedia technology needed for entry-level public relations jobs.	<i>*Foundation Course</i>
PRL 182	I					I	I/R	I		*
PRL 372	R/M									
PRL 375	R/M					I/R/M				
PRL 482	M							R/M		
JLM 130	I	I/R	I	I						
JLM181	I			I	I/R/M	I		I		*
JLM 259	I	I	I							*
JLM 261	I	I								*
JLM 261L	I									*
JLM 262	R	I/R	I	R						
JLM 276		I	I							
JLM 364	R									
JLM 365			I/R						I/R/M	
JLM 461	R/M		R/M							
COM 130			I	I				I	I	
JLM 362 or 371	R/M	R/M		R	R					
JLM 401 or 467	R/M			R/M						
JLM 450 or PRL 450	M	M	M	M			M			
Curriculum Map Key	Place a letter in the appropriate box where the program goal is Introduced, Reinforced, and/or Mastered. I = Introduced; program student learning goal is introduced R = Reinforced; provide practice opportunities for the program student learning goal M = Mastered; demonstrated mastery of the program student learning goal. <i>Some courses may have two letters (I/R or R/M) or all three (I/R/M)</i> *Foundation Course A course that provides base skills needed to be successful in the program. Programs may not require or have foundation courses; it will vary from program to program.									