

MAJOR IN PUBLIC RELATIONS

Major Requirements

- _____(3) JLM 181/Introduction to Mass Communication
_____(3) JLM 261/Newsriting
_____(3) JLM 365/Publication Design & Desktop Publishing
_____(3) PRL 182/Indroduction to Public Relations
_____(3) PRL 372/Publicity & Public Relations Writing
_____(3) PRL 375/Public Relations Practicum
_____(3) PRL 400/Topics in Public Relations
- _____(3) or
- Major-Related Course (Course: _____)
- _____(3) PRL 450/Field Work in Public Relations
_____(3) PRL 482/Cases and Problems in Public Relations

Major-Related Requirements

- _____(3) MKT 311/Elements of Advertising
_____(3) COM 341/Organizational Communications
_____(3) COM 365/Writing & Announcing for Radio and Television
_____(3) CSC 117/Microcomputers and Application Software
_____(3) JLM 262/Reporting
_____(3) JLM 363/Magazine Article Writing
_____(3) JLM 364/Editing
_____(3) JLM 372/Essentials of News Photography
_____(3) JLM 376/TV News Production
_____(3) JLM 401/Media Ethics in Contemporary Society
_____(3) JLM 467/Communications Law
_____(3) MGT 222/Communications in Business
_____(3) MKT 211/Principles of Marketing
_____(3) PSC 215/Public Opinion and Political Behavior
_____(3) PSY 237 Group Dynamics

Hours Required for the Degree 120(A)

Total Credits Passed to Date _____(B)

Core Credits to Complete _____

Major to Complete _____

Major-Related to Complete _____

Total Credits to Complete _____(C)

Total Passed and Required to Complete (B) + (C) _____(D)

Elective Hours to Complete (A) – (D) _____