

JOURNALISM

PUBLIC RELATIONS OPTION

Required Courses:

- JOUR 3173 Public Relations Principles
- JOUR 3273 Public Relations Writing
- JOUR 4073 Graphic Communication
- JOUR 4173 Public Relations Project

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I ¹	3
SS 1XXX Social Science Courses ¹	3
SCIL 1XXX SCIENCE WITH LABORATORY ¹	4
JOUR 2133 Introduction to Mass Communication	3
TECH 1001 Orientation to the University	1
Total Hours	14

Spring	Credits
ENGL 1023 Composition II ¹	3
SS 1XXX Social Science Courses ¹	3
MATH XXXX ¹	3
JOUR 2163 Introduction to Multimedia	3
Elective ^{2,3,5}	2
Total Hours	14

Sophomore

Fall	Credits
Beginning Language I ⁴	3
SFHS 1XXX Social Sciences/Fine Arts/Humanities/Communication Courses ¹	3
SCIL 1XXX SCIENCE WITH LABORATORY ¹	4
JOUR 2143 Media Writing	3
Journalism Practicum	1
Elective ^{2,3,5}	1
Total Hours	15

Spring	Credits
Beginning Language II ⁴	3
FAH 1XXX Fine Arts and Humanities Courses ¹	3
USHG 1XXX U S HISTORY & GOVERNMENT ¹	3
JOUR Elective(3000-4000 level)	3
Journalism Practicum	1
Elective ^{2,3,5}	4
Total Hours	17

Junior

Fall	Credits
FAH 1XXX Fine Arts and Humanities Courses ¹	3
JOUR 3133 Media Management and Diversity	3
JOUR 3173 Public Relations Principles	3
Journalism Practicum	1
Elective ^{2,3,5}	6
Total Hours	16

Spring	Credits
JOUR 3273 Public Relations Writing Public Relations Writing	3
Journalism Practicum	1
Approved major elective	3
Elective ^{2,3,5}	7
Total Hours	14

Senior

Fall	Credits
JOUR 4073 Graphic Communication	3
JOUR 4123 Laws of Communication ⁶	3
Elective ^{2,3,5,6}	10
Total Hours	16

Spring	Credits
JOUR 4173 Public Relations Project	3
JOUR 4883 Mass Communication Theory	3
Elective ^{2,3,5,6}	8

Spring	Credits
Total Hours	14

¹See appropriate alternatives or substitutions in "[General Education Requirements](#)".

²Recommended PR electives: POLS 3053 Introduction to Public Administration, PSY 2023 Consumer Psychology, COMM 3073 Group Communication, COMM 4063 Organizational Communication, COMM 4173 Internship in Speech Communication, an approved marketing class.

³Recommended JOUR electives: SOC 1003 Introductory Sociology, PSY 2003 General Psychology, ECON 2003 Principles of Economics I, POLS 2003 American Government, POLS 3033 American State and Local Government, COMM 2003 Public Speaking, COMM 3003 Interpersonal Communication.

⁴Must be in the same language. Students may waive three hours of language requirement for every one year of language study in high school with grades of "C" or better.

⁵At least 40 of the total hours required for graduation must be 3000-4000 level courses.

⁶Seniors enrolled on Multimedia Journalism (MMJR) Accelerated Bachelor's Plus Master's Degree Programs are suggested to take the following two classes for dual credits for their Journalism BA degree as electives and Multimedia MA degree.

a. Required: JOUR 6013 - in the Fall and JOUR 6023 - in the Spring

b. Choose one of the following for Fall and one for Spring of Senior year: JOUR 5023, JOUR 5033, JOUR 5043, JOUR 5053, JOUR 5083, JOUR 5113, JOUR 5123, JOUR 5163.