

PUBLIC RELATIONS (PRCM) CURRICULUM 2008-2009

Assigned transfer credit is accepted by the College of Liberal Arts. Transfer to another college may void part or all of this evaluation. Students must meet residency requirement. This is an internal check sheet; consult the University Bulletin for the official curriculum.

Student _____ I.D. Number _____
 Date given student _____ Date given dept. _____ Indicate double major or minors _____

UNIVERSITY CORE REQUIREMENTS (41)				MAJOR (54-57) Must apply for admission to the Program after 30 core hours.			
	ENGL 1100 English Composition I (3)	Area I			COMM 1000 Public Speaking (3)		
	ENGL 1120 English Composition II (3)	Area I			JRNL 1100 Newspaper Fundamentals (3)		
	ENGL 2200 World Literature I (3)	Area II			JRNL 2210 Newswriting (3)		
	ENGL 2210 World Literature II (3)	Area II			RTVF 3300 Foundation of Mass Communication (3)		
	^a _____ Core History I (3)	Area IV			COMM 3500 Foundations of Human Communications (3)		
	^a _____ Core History II (3)	Area IV			COMM 3600 Foundation of Rhetoric & Social Influence (3)		
	^a _____ Core Philosophy (3)	Area II			COMM 3110 Persuasive Discourse (3)		
	^a _____ Core Fine Arts (3)	Area II			PRCM 3040 Foundation of Public Relations (3)		
	^a _____ Core Social Sciences(3)	Area IV			PRCM 3050 Case Studies & Ethics in PR (3)		
	ECON 2020 (3) Prin Microeconomics	Area IV			PRCM 4020 Style & Design in PR Messages (3)		
	^a _____ Core Math (3)	Area III			PRCM 4080 Writing for Public Relations (3)		
	^a _____ Core Science (4)	Area III			PRCM 4090 PR Campaigns (3)		
	^a _____ Core Science (4)	Area III			PRCM 4510 Survey Research Methods (3)		
COLLEGE CORE REQUIREMENTS (8)					JRNL 4920 (3) OR PRCM 4920 Internship (3-6)		
	_____ Foreign Language (4)			Select 2 of the following : JRNL 2310, 3220, 3410, (6)			
	_____ Foreign Language (4)						
SUPPORTING COURSEWORK (9)							
Select 3 Management courses from: MNGT 3100, 3420, 3460, 4430				Select 6 hours from: COMM 2400, 3100, 3450, 3700, 4100, 4410, 4470, 4500, 4600, 4700, 4800, 4810, 4970, JRNL 4230, 4420, 4470, PRCM 3270, 3280, 4970, RTVF 3380, 4330 (6)			
OR Select 3 Marketing courses from: MKTG 3310, 3320, 3410, 4320, 4330, 4400							
ELECTIVES (5-8)							
TOTAL HOURS REQUIRED = 120 (Maximum of 60 hours may be transferred from Junior College).							

^a See AU Bulletin for options in University Core Curriculum *Courses infuse computer skills

Students who transfer to Auburn University's PRCM major are required to take a minimum of 21 credit hours in the AU program.

Articulation:

Area I - Composition I & II - 6 Semester Hours

Area II - Humanities & Fine Arts - 12 Semester Hours

Area III - Natural Science & Mathematics - 11 Semester Hours

Area IV - History, Social Science, Behavioral Science - 12 Semester Hours