

# PUBLIC RELATIONS (PRCM) CURRICULUM 2005-2006

*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 requirements. 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 (57-60) Must apply for admission to the Program after 45 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)		
	* Core Philosophy (3)	Area II			COMM 3110 Persuasive Disclosure (3)		
	* Core Fine Arts (3)	Area II			PRCM 3040 Foundation of Public Relations (3)		
	* Core Social Sciences(3)	Area IV			PRCM 4020 Style & Design in PR Messages (3)		
	ECON 2020 (3) Prin Microeconomics	Area IV			PRCM 4040 Case Studies & Ethics in PR (3)		
	* Core Math (3)	Area III			PRCM 4080 Writing for Public Relations (3)		
	* Core Science (4)	Area III			PRCM 4090 PR Campaigns (3)		
	* Core Science (4)	Area III			PRCM 4510 Survey Research Methods (3)		
<b>COLLEGE CORE REQUIREMENTS (8)</b>				JRNL 4920 (3) OR PRCM 4920 Internship (3-6)			
	Foreign Language (4)						
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<b>SUPPORTING COURSE WORK (9)</b>				Select 2 of the following : JRNL 2310, 3220, 3410, (6)			
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, 4410, 4410. PRCM 4970, RTVF 3380, 4330 (6)			
OR Select 3 Marketing courses from: MKTG 3310, 3320, 3410, 4320, 4330,4400							
<b>ELECTIVES (5-8)</b>							
<b>TOTAL HOURS REQUIRED = 120</b> (Maximum of 60 hours may be transferred from Junior College).							

A - See AU Bulletin for options in University Core Curriculum Articulation:

\* Courses infuse computer skills

Area I - Composition I & II- 6 Semester Hours

Area III - Natural Science & Mathematics - 11 Semester Hours

Area II- Humanities & Fine Arts - 12 Semester Hours

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