

Cover Sheet: Request 12794

Public Relations 6-8 semester critical tracking

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	6/25/2018 10:50:20 AM
Updated	10/15/2019 10:52:49 AM
Description of request	Updating 6-8 semester critical tracking

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Michael Weigold		1/30/2019
JOU-BS-PUBLIC RELATIONS Semesters 6-8 Universal Tracking Plan.docx					8/1/2018
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		1/30/2019
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		10/15/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/15/2019
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

Major|Modify_Curriculum for request 12794

Info

Request: Public Relations 6-8 semester critical tracking
Description of request: Updating 6-8 semester critical tracking
Submitter: Marcia DiStaso mdistaso@ufl.edu
Created: 6/25/2018 10:18:44 AM
Form version: 1

Responses

Major Name Public Relations
Major Code PUR
Degree Program Name Public Relations
Undergraduate Innovation Academy Program Yes
Effective Term Earliest Available
Effective Year Earliest Available
Current Curriculum for Major Semester 1
Complete 1 critical-tracking course: AMH2020

Semester 2
Complete 3 critical-tracking courses: ENC1102, MMC1009, STA2023

Semester 3
Complete 2 critical-tracking course2: ECO2013, PUR3000

Semester 4
Complete 1 critical-tracking courses:

Semesters 5 - 8
No critical-tracking courses

Proposed Curriculum Changes PUR3000 added as critical-tracking in Semester 4
PUR3500 added as critical-tracking in Semester 5
JOU3101 added as critical-tracking in Semester 5
PUR3801 added as critical-tracking in Semester 6
PUR4100 added as critical-tracking in Semester 7
PUR4800 added as critical-tracking in Semester 8

Pedagogical Rationale/Justification 8 semester critical tracking was requested and this plan will help the students progress through the prereqs to complete the degree on time.

Impact on Enrollment, Retention, Graduation none. This should help remove any questions

Assessment Data Review requested critical-tracking changes

Academic Learning Compact and Academic Assessment Plan none - this is what they typically do and need to do to complete the degree in 8 semesters

Public Relations Department
8-Semester Critical Tracking

Semester 1

Complete 1 critical-tracking course: AMH2020, CPO2001/INR2001/POS2112, ENC1101, IUF1000, MMC1009, Math
2.0 GPA on all work at all institutions

Semester 2

Complete 1 critical-tracking course: POS2041/PSY2012, ENC1102, ECO2013, THE2000/ARH2000
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 3

Complete 1 critical-tracking course: ECO2013, MUL2010, STA2023, VIC3001, Science, Language
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 4

Complete 1 critical-tracking courses: ENC3254, PUR3000, MMC2121, Science, Language
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 5

Complete 1 critical-tracking course: JOU3101, PUR3500, SPC2608/ORI2000
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 6

Complete 2 critical-tracking courses: MMC3420, PUR3801
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 7

Complete 2 critical-tracking courses: MMC4200, PUR4100, PUR4404C
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 8

Complete 1 additional critical-tracking course: PUR4800

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Semester One

AMH 2020	United States Since 1877 (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences)
	Select one:
CPO 2001	Comparative Politics
INR 2001	Introduction to International Relations
POS 2112	American State and Local Government
ENC 1101	Expository and Argumentative Writing (State Core Gen Ed Composition)
IUF 1000	What is the Good Life (Gen Ed Humanities)

[State Core Gen Ed Mathematics, pure math](#)

Credits

1 Minimum grade of C required.

Semester Two

Select one:

American Federal Government

General Psychology (Gen Ed Social and Behavioral Sciences)

Argument and Persuasion (**Critical Tracking** ; Gen Ed Composition)
1

Introduction to Media and Communications (**Critical Tracking**)
1

Introduction to Statistics 1 (**Critical Tracking** ; Gen Ed Mathematics)
1

Select one:

Theatre Appreciation
1

Art Appreciation: American Diversity and Global Arts ([State Core Gen Ed Humanities with Diversity](#))
1

[State Core Gen Ed Biological or Physical Sciences](#)
1

Credits

Semester Three

Principles of Macroeconomics (**Critical Tracking** ; Gen Ed Social and Behavioral Sciences)

Principles of Public Relations (**Critical Tracking**)
1

Experiencing Music (Gen Ed Humanities with International)
1

Gen Ed Biological or Physical Sciences
1

Select one:

Foreign language
1

Quantitative option

Credits

Semester Four

Professional Writing in the Discipline
1

Multimedia Writing (**Critical Tracking**)

1

Writing Fundamentals for Communicators

1

Select one:

Foreign language

1

Quantitative option

Gen Ed Social and Behavioral Sciences

1

Credits

Semester Five

Reporting

1

Public Relations Research

1

Select one:

Introduction to Public Speaking

Oral Performance of Literature

1

Sight, Sound and Motion

1

Outside concentration course

Credits

Semester Six

Consumer and Audience Analytics

1

Public Relations Strategy

1

Elective (outside college)

Outside concentration course

Professional electives

Credits

Semester Seven

Law of Mass Communication

Public Relations Writing

1

International Public Relations

1

Professional elective

Block 2 professional elective or internship

Credits

Semester Eight

Public Relations Campaigns

1

Elective (outside college)
Outside concentration credits
Professional elective

Credits

Professional Electives**Block 1**

Code	Title	Credits
Select 10 credits from the following:		10
ADV 3008	Principles of Advertising	
ADV 4400	International and Cross Cultural Advertising	
JOU 4308	Magazine and Feature Writing	
MMC 3260	Communication on the Internet	
PGY 3610	Survey of Photojournal	
PUR 3463	Sports Communication	
PUR 3622	Social Media Management	
PUR 4203	Ethics and Professional Responsibility in Public Relations	
PUR 4410	Principles of Fund Raising	
PUR 4442	Public Interest Communication	
PUR 4932	Special Study (Rotating topics; prerequisites vary)	
RTV 3001	Introduction to Media Industries and Professions	

Block 2

Code	Title	Credits
Select 3 credits from the following:		3
PUR 4905 or PUR 4912	Individual Problems Public Relations Undergraduate Research	
PUR 4940	Public Relations Internship	
PUR/MMC 6000-level graduate courses		
RTV 3101	Advanced Writing for Electronic Media	

Up to six credits of professional internship credit may count toward graduation.