

Cover Sheet: Request 10692

Catalog changes of the public relations curriculum

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending
Submitter	Molleda, Juan Carlos jmolleda@jou.ufl.edu
Created	1/27/2016 2:42:14 PM
Updated	1/27/2016 9:21:33 PM
Description	<p>The Department of Public Relations proposes modifications to the degree designed to</p> <ul style="list-style-type: none"> a) bring critical tracking courses in line with those of other college majors b) modify critical tracking courses to include those more likely to predict success in the major c) clarify the third English elective for the major as ENC 3254. d) add undergraduate research (PUR 4912) as a class that may be taken in lieu of internship credit for the degree <p>Our specific proposals are:</p> <p>MMC 1009 Introduction to Media and Communications is added to required course work.</p> <p>Remove POS2112/CPO2001/INR2001 block from critical tracking and add STA2023, ECO2013 and MMC1009 to critical tracking.</p> <p>Prerequisite courses for admission as a junior includes removing AMH2010 (no longer required for degree) and adding STA2023 and ECO2013 as requirements. Also, move PSY 2012 from state/local block to an option block where students can choose between PSY 2012 and POS 2041.</p> <p>Specify ENC 3254 Professional Writing in the Discipline as a required third English elective.</p> <p>Specify 4912 Public Relations Undergraduate Research as another option in Block 2.</p>

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Weigold, Michael Fredrick		1/27/2016
No document changes					
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		1/27/2016
Added PURcatalog 1_27_16.docx					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/27/2016
No document changes					
Office of the Registrar					
No document changes					

Step	Status	Group	User	Comment	Updated
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 10692

Info

Request: Catalog changes of the public relations curriculum

Submitter: Molleda, Juan Carlos jmolleda@jou.ufl.edu

Created: 1/27/2016 2:42:14 PM

Form version: 1

Responses

Major Name

Enter the name of the major. Example: "Mathematical Modeling"

Response:
Public Relations

Major Code

Enter the two-letter or three-letter major code.

Response:
PUR

Degree Program Name

Enter the name of the degree program in which the major is offered.

Response:
Bachelor of Science

Effective Term

Enter the term (semester and year) that the curriculum change would be effective.

Response:
Earliest Available

Effective Year

Response:
Earliest Available

Proposed Changes

Describe the proposed changes to the curriculum.

Response:
MMC 1009 Introduction to Media and Communications is added to required course work.

Remove POS2112/CPO2001/INR2001 block from critical tracking and add STA2023, ECO2013 and MMC1009 to critical tracking.

Prerequisite courses for admission as a junior includes removing AMH2010 (no longer required for degree) and adding STA2023 and ECO2013 as requirements. Also, move PSY 2012 from state/local block to an option block where students can choose between PSY 2012 and POS 2041.

Specify ENC 3254 Professional Writing in the Discipline as a required third English elective.

Specify 4912 Public Relations Undergraduate Research as another option in Block 2.

Pedagogical Rationale/Justification

Describe the rationale for the proposed changes to the curriculum.

Response:

The catalog changes aim to improve critical tracking to better predict success in the major, and also to bring more consistency with other majors of the college. The college faculty has voted for a required third writing class that strengthens students' knowledge and skills in grammar and composition.

Impact on Enrollment, Retention, Graduation

Describe any potential impact of the curriculum changes on students who are currently in the major.

Response:

There is not potential impact of the curriculum changes on students who are currently in the major.

Public Relations

Public relations is designed to prepare students for entry-level jobs as technicians (such as producing social media strategies and tactics or effective multimedia news releases), as well as for career advancement as managers (such as formulating a communication plan for a new initiative or forecasting the reputational impact of an organizational decision or action). Excellent writing and critical thinking skills are essential.

About This Major

College: Journalism and Communications

Degree: Bachelor of Science in Public Relations

Credits for Degree: 124

Minor: No

[Academic Learning Compact](#)

[Website](#)

[Critical Tracking Recommended Semester Plan](#)

Overview

The public relations curriculum is one of the most in-depth curricula in the country, with a balance between skills and conceptual courses. The Department of Public Relations consistently ranks among the top public relations education programs in the United States, and it is among the largest programs in terms of the number of faculty and students, including one of the largest chapters of the Public Relations Student Society of America. The program is housed in a college accredited by the Accrediting Council for Education in Journalism and Mass Communication.

Graduates of the program are well-prepared for careers as public relations practitioners in businesses, public relations firms, government agencies and nonprofit organizations, nationally and internationally. Their education makes them attractive candidates for graduate degree programs (master's and Ph. D.) ranging from public relations to business and international relations.

[Back to Top](#)

Certificate in International Communication

Students may pursue a certificate in international communication, which is designed to prepare students for career advancement and development. Courses emphasize the impact of internationalization and globalization on communication across disciplines.

[Back to Top](#)

Coursework for the Major

Required Core Coursework

JOU 3101 Reporting * (3)
JOU 3109C Multimedia Writing * (3)
[MMC 1009 Introduction to Media and Communications* \(1\)](#)
MMC 2121 Writing Fundamentals for Communicators * (3)
MMC 3420 Audience Analytics * (3)
MMC 4200 Law of Mass Communication (3)
PUR 3000 Principles of Public Relations * (3)
PUR 3500 Public Relations Research * (3)
PUR 3801 Public Relations Strategy * (3)
PUR 4100 Public Relations Writing * (4)
PUR 4404C International Public Relations * (3)
PUR 4800 Public Relations Campaigns * (3)
VIC 3001 Sight, Sound and Motion * (4)

Professional electives: [134](#) credits

* Minimum grade of C required

[Back to Top](#)

Critical Tracking

To graduate with this major, students must complete all university, college and major requirements.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course Prerequisites](#) may be used for transfer students.

Semester 1

Complete [12](#) of [76](#) critical-tracking courses: AMH 2020, an approved English elective (ENC 1102 recommended), [MMC 1009](#), JOU 3109C, [POS 2041 or PSY 2012](#), PUR 3000, [and one of the following: CPO 2004 or INR 2004 or POS 2112 STA 2023 and ECO 2013.](#)

2.0 GPA on all work at all institutions

Semester 2

Complete 2 additional critical-tracking courses
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 3

[Complete 2 additional critical-tracking courses](#)
2.0 GPA required for all critical-tracking courses
2.5 GPA on all work at all institutions

Semester 4

Complete 2 additional critical-tracking courses
2.0 GPA required for all critical-tracking courses

2.5 GPA on all work at all institutions

Semester 5

Complete all critical-tracking courses

[Back to Top](#)

Recommended Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

Semester 1	Credits
AMH 2020 United States since 1877 (State Core GE-S)	3
<u>CPO 2001 Comparative Politics or</u> <u>INR 2001 Introduction to International Relations or</u> <u>POS 2112 American State and Local Government</u>	<u>3</u>
ENC 1101 Expository and Argumentative Writing (State Core GE-C) *	3
IUF 1000 What is the Good Life (GE-H)	3
Mathematics (State Core GE-M, pure math) *	3
Total	15
Semester 2	Credits
<u>POS 2041 American Federal Government or</u> <u>PSY 2012 General Psychology (GE-S)</u>	<u>3</u>
ENC 1102 Argument and Persuasion (GE-C) *	3
<u>STA 2023 Introduction to Statistics 1 (GE-M) *</u>	<u>3</u>
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation: American Diversity and Global Arts (State Core GE-H) (D)	3
Biological or Physical Science (State Core GE-B or P) *	3
<u>MMC 1009 Introduction to Media and Communications*</u>	<u>1</u>
Total	16
Semester 3	Credits
<u>ECO 2013 Principles of Macroeconomics (GE-S)</u>	<u>4</u>
PUR 3000 Principles of Public Relations *	3
MUL 2010 Introduction to Music Literature (GE-H) (N)	3

Formatted: Font: Not Bold

Formatted: Font: Not Bold

Formatted: Font: Not Bold

Formatted: Font: Not Bold

Formatted: Font: Bold

Formatted: Font: Bold

Formatted: Font: Bold

Formatted: Font: Bold

Biological or Physical Science (GE-B or P) *	3
Foreign language * or quantitative option	3
Total	16

Semester 4	Credits
-------------------	----------------

JOU 3109C Multimedia Writing *	3
MMC 2121 Writing Fundamentals for Communicators *	3
ENC 3254 English elective Professional Writing in the Discipline*	3
Foreign language * or quantitative option	3
Social and Behavioral Sciences (GE-S)	3
Total	15

Semester 5	Credits
-------------------	----------------

JOU 3101 Reporting *	3
PUR 3500 Public Relations Research *	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Literature 1 *	3
VIC 3001 Sight, Sound and Motion *	4
Outside concentration	3
Total	16

Semester 6	Credits
-------------------	----------------

MMC 3420 Audience Analytics *	3
PUR 3801 Public Relations Strategy *	3
Elective outside the college	2
Outside concentration	3
Professional electives	6
Total	17

For semesters 7-8, students must complete two professional courses.

Semester 7	Credits
-------------------	----------------

MMC 4200 Law of Mass Communication	3
PUR 4100 Public Relations Writing *	4
PUR 4404C International Public Relations *	3
Professional elective	<u>12</u>
Professional elective or internship (choose from Block 2 professional electives)	3
Total	<u>145</u>

Semester 8	Credits
PUR 4800 Public Relations Campaigns *	3
Elective outside college	3
Outside concentration	6
Professional elective	3
	3
Total	15

* Minimum grade of C required

Professional Electives: 134 credits (select from blocks 1 and 2, below)

Block 1: 104 credits

ADV 3008 Principles of Advertising (sophomore standing)	3
ADV 4400 International and Cross-Cultural Advertising	3
JOU 4308 Magazine and Feature Writing (JOU 3101)	3
MMC 3260 Communications on the Internet	3
PGY 3610 Survey of Photojournalism (junior standing)	2
PUR 4107 Advanced Public Relations Visual Communication (PUR 4103)	3
PUR 4203 Ethics and Professional Responsibility in Public Relations	3
PUR 4410 Principles of Fund Raising (PUR 3000, PUR 3500)	3
PUR 4932 Special Study (rotating topics; prerequisites vary)	1-3
PUR 4933 Seminar: Issues in Public Relations (PUR 3000, senior standing)	2

RTV 3001 Introduction to Telecommunication	3
--	---

Block 2: 3 credits

PUR 4905 Individual Problems or PUR 4912 Public Relations Undergraduate Research (instructor and department permission)	1-3
PUR 4940 Public Relations Internship (2.5 GPA, MMC 2100 or JOU 3109C, JOU 3101, PUR 3000)	1-6
PUR/MMC 6000-level graduate course (senior standing, 3.0 GPA, instructor and department permission, space permitting)	3
RTV 3101 Advanced Writing for Electronic Media (RTV 2100)	3

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

Equipment requirement: All students who major in public relations are required to own a MAC laptop computer outfitted with the appropriate software, a digital recorder and a digital camera.