

Cover Sheet: Request 12366

Changes in degree plan for Public Relations

Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	3/1/2018 9:30:32 AM
Updated	4/9/2018 2:29:34 PM
Description of request	<p>The purpose of this submission is to:</p> <ol style="list-style-type: none"> 1. Remove JOU 3019c from the curriculum 2. Remove AMH 2020 from critical tracking 3. Change critical tracking courses from 7 to 5 4. Redo the 8-semester plan to reflect these changes

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Michael Weigold		3/1/2018
Coursework for the Major_Public Relations.docx					3/1/2018
Coursework for the Major_Public Relations_WTrackChanges.docx					3/1/2018
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		3/1/2018
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - APUG Review	Angela Lindner		4/9/2018
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			4/9/2018
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 12366

Info

Request: Changes in degree plan for Public Relations

Description of request: The purpose of this submission is to:

1. Remove JOU 3019c from the curriculum
2. Remove AMH 2020 from critical tracking
3. Change critical tracking courses from 7 to 5
4. Redo the 8-semester plan to reflect these changes

Submitter: Marcia DiStaso mdistaso@ufl.edu

Created: 2/28/2018 3:39:06 PM

Form version: 1

Responses

Major Name Public Relations

Major Code PUR

Degree Program Name Bachelor of Science

Undergraduate Innovation Academy Program Yes

Effective Term Earliest Available

Effective Year Earliest Available

Current Curriculum for Major Please see the attached document titled "Coursework for the Major Public Relations"

Proposed Curriculum Changes The Department of Public Relations proposes to reduce its number of critical tracking classes from seven to five. We propose to eliminate JOU 3109c and AMH 2020 as a critical tracking classes. We are also making minor modifications to the sequence of critical tracking classes.

Pedagogical Rationale/Justification We are eliminating JOU 3109c because the Department of Journalism will phase this course out over the coming semesters. Additionally, the Public Relations curriculum historically requires the same introductory writing courses as the Department of Journalism and Journalism no longer requires JOU 3109c.

We are retaining AMH 2020 as a suggested Gen Ed course in the curriculum but are removing it from critical tracking. We do not believe the course is predictive of success in the major and no other department in the college uses the course for critical tracking.

As a result of these changes, we are making minor modifications to the 8-semester plan, which is attached.

Impact on Enrollment, Retention, Graduation We anticipate no impact on enrollment or graduation as we are making a more flexible pathway to earning the degree.

Assessment Data Review The proposal comes in response to the assessment finding that the multimedia writing course was not providing the needed writing skills for the major. Instead, JOU3101 - Reporting, and MMC 2121 - Writing Fundamentals for Communicators provide a good foundation for PUR4100 - Public Relations Writing.

Academic Learning Compact and Academic Assessment Plan The modifications are:

1. Remove JOU 3019c from the curriculum
2. Remove AMH 2020 from critical tracking
3. Change critical tracking courses from 7 to 5
4. Redo the 8-semester plan to reflect these changes

The academic assessment plan will review writing competency.

Coursework for the Major

Required Core Coursework

- ENC 3254 Professional Writing in the Discipline * (3)
- 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](#): 13 credits

* Minimum grade of C required

[Back to Top](#)

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

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

Semester 1

- Complete 1 of 7 critical-tracking courses: AMH 2020, ENC 1102, ECO 2013, MMC 1009, JOU 3109C, PUR 3000, and STA 2023.
- 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](#)

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 1	Credits
AMH 2020 United States since 1877 <i>State Core GE-S</i>	3
CPO 2001 Comparative Politics <i>or</i> INR 2001 Introduction to International Relations <i>or</i> POS 2112 American State and Local Government	3
ENC 1101 Expository and Argumentative Writing <i>State Core GE-C; minimum grade of C required</i>	3
IUF 1000 What is the Good Life <i>GE-H</i>	3
Mathematics <i>State Core GE-M, pure math; minimum grade of C required</i>	3
Total	15
Semester 2	Credits
POS 2041 American Federal Government <i>or</i> PSY 2012 General Psychology (<i>GE-S</i>)	3
ENC 1102 Argument and Persuasion <i>GE-C; minimum grade of C required</i>	3
MMC 1009 Introduction to Media and Communications <i>Minimum grade of C required</i>	1
STA 2023 Introduction to Statistics 1 <i>GE-M; minimum grade of C required</i>	3

THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation: American Diversity and Global Arts (<i>State Core GE-H ; D</i>) <i>Minimum grade of C required</i>	3
Biological or Physical Science <i>State Core GE-B or P; minimum grade of C required</i>	3
Total	16

Semester 3	Credits
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ECO 2013 Principles of Macroeconomics <i>GE-S</i>	4
PUR 3000 Principles of Public Relations <i>Minimum grade of C required</i>	3
MUL 2010 Experiencing Music <i>Minimum grade of C required; GE-H; N</i>	3
Biological or Physical Science <i>GE-B or P; minimum grade of C required</i>	3
Foreign language (<i>Minimum grade of C required</i>) <i>Or quantitative option</i>	3
Total	16

Semester 4	Credits
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ENC 3254 Professional Writing in the Discipline <i>Minimum grade of C required</i>	3
JOU 3109C Multimedia Writing <i>Minimum grade of C required</i>	3
MMC 2121 Writing Fundamentals for Communicators <i>Minimum grade of C required</i>	3
Foreign language (<i>Minimum grade of C required</i>) <i>Or quantitative option</i>	3
Social and Behavioral Sciences <i>Minimum grade of C required; GE-S</i>	3
Total	15

Semester 5	Credits
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JOU 3101 Reporting <i>Minimum grade of C required</i>	3
PUR 3500 Public Relations Research <i>Minimum grade of C required</i>	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Literature 1 (<i>Minimum grade of C required</i>)	3
VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	4
Outside concentration	3
Total	16

Semester 6	Credits
MMC 3420 Audience Analytics <i>Minimum grade of C required</i>	3
PUR 3801 Public Relations Strategy <i>Minimum grade of C required</i>	3
Elective <i>Outside college</i>	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 <i>Minimum grade of C required</i>	4
PUR 4404C International Public Relations <i>Minimum grade of C required</i>	3
Professional elective	1
Block 2 professional elective or Internship	3
Total	14

Semester 8	Credits
PUR 4800 Public Relations Campaigns <i>Minimum grade of C required</i>	3
Elective <i>Outside college</i>	3
Outside concentration	6
Professional elective	3
	3
Total	15

[Back to Top](#)

Professional Electives

Block 1: Choose 10 credits

Courses	Credits
ADV 3008 Principles of Advertising <i>Prereq: sophomore standing</i>	3
ADV 4400 International and Cross-Cultural Advertising	3
JOU 4308 Magazine and Feature Writing <i>Prereq: JOU 3101</i>	3
MMC 3260 Communications on the Internet	3
PGY 3610 Survey of Photojournalism <i>Prereq: junior standing</i>	2
PUR 3463 Sports Communication	3
PUR 3622 Social Media Management	3
PUR 4107 Advanced Public Relations Visual Communication <i>Prereq: PUR 4103</i>	3
PUR 4203 Ethics and Professional Responsibility in Public Relations	3
PUR 4410 Principles of Fund Raising <i>Prereqs: PUR 3000 and PUR 3500</i>	3
PUR 4442 Public Interest Communication	3
PUR 4932 Special Study <i>Rotating topics; prerequisites vary</i>	1-3

PUR 4933 Seminar: Issues in Public Relations <i>Prereqs: PUR 3000 and senior standing</i>	2
RTV 3001 Introduction to Telecommunication	3

[Back to Top](#)

Block 2: Choose 3 credits

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

Coursework for the Major

Required Core Coursework

- ENC 3254 Professional Writing in the Discipline * (3)
- 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: ~~13-16~~ credits

* Minimum grade of C required

[Back to Top](#)

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida [Common Course](#)

[Prerequisites](#) may be used for transfer students.

Semester 1

- Complete 1 of ~~7-5~~ critical-tracking courses: ~~AMH 2020~~, ENC 1102, ECO 2013, MMC 1009, ~~JOU 3109C~~, PUR 3000, and STA 2023.
- 2.0 GPA on all work at all institutions

Semester 2

- Complete ~~2-2~~ 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 ~~2-1~~ 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-all~~ additional critical-tracking courses
- 2.0 GPA required for all critical-tracking courses

- 2.5 GPA on all work at all institutions

Semester 5

- 2.5 GPA on all work at all institutions
- Complete all critical-tracking courses

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 1	Credits
AMH 2020 United States since 1877 <i>State Core GE-S</i>	3
CPO 2001 Comparative Politics <i>or</i> INR 2001 Introduction to International Relations <i>or</i> POS 2112 American State and Local Government	3
ENC 1101 Expository and Argumentative Writing <i>State Core GE-C; minimum grade of C required</i>	3
IUF 1000 What is the Good Life <i>GE-H</i>	3
Mathematics <i>State Core GE-M, pure math; minimum grade of C required</i>	3
MMC 1009 Introduction to Media and Communications	1
Total	15
Semester 2	Credits
POS 2041 American Federal Government <i>or</i> PSY 2012 General Psychology (<i>GE-S</i>)	3
ENC 1102 Argument and Persuasion <i>GE-C; minimum grade of C required</i>	3
MMC 1009 Introduction to Media and Communications <i>Minimum grade of C required</i>	1

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STA 2023 Introduction to Statistics 1 <i>GE-M; minimum grade of C required</i>	3
ECO 2013 Principles of Macroeconomics; minimum grade of C required GE-S	4
THE 2000 Theatre Appreciation or ARH 2000 Art Appreciation: American Diversity and Global Arts (<i>State Core GE-H ; D</i>) <i>Minimum grade of C required</i>	3
Biological or Physical Science <i>State Core GE-B or P; minimum grade of C required</i>	3
Total	16

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Semester 3	Credits
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ECO 2013 Principles of Macroeconomics <i>GE-S</i>	4
PUR 3000 Principles of Public Relations <i>Minimum grade of C required</i>	3
VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	4
STA 2023 Introduction to Statistics 1, GE-M; minimum grade of C required	3
MUL 2010 Experiencing Music <i>Minimum grade of C required; GE-H; N</i>	3
Biological or Physical Science <i>GE-B or P; minimum grade of C required</i>	3
Foreign language (<i>Minimum grade of C required</i>) <i>Or quantitative option</i>	3
Total	16

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Semester 4	Credits
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ENC 3254 Professional Writing in the Discipline <i>Minimum grade of C required</i>	3
JOU 3109C Multimedia Writing <i>Minimum grade of C required</i>	3

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<u>PUR 3000 Principles of Public Relations</u> <i>Minimum grade of C required</i>	<u>3</u>
MMC 2121 Writing Fundamentals for Communicators <i>Minimum grade of C required</i>	3
Foreign language (<i>Minimum grade of C required</i>) <i>Or quantitative option</i>	3
Social and Behavioral Sciences <i>Minimum grade of C required; GE-S</i>	3
Total	15

Semester 5	Credits
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JOU 3101 Reporting <i>Minimum grade of C required</i>	3
PUR 3500 Public Relations Research <i>Minimum grade of C required</i>	3
SPC 2608 Introduction to Public Speaking or ORI 2000 Oral Literature 1 (<i>Minimum grade of C required</i>)	3
VIC 3001 Sight, Sound and Motion <i>Minimum grade of C required</i>	4
<u>Professional electives</u>	<u>3</u>
Outside concentration	3
Total	16 15

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Semester 6	Credits
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MMC 3420 Audience Analytics <i>Minimum grade of C required</i>	3
PUR 3801 Public Relations Strategy <i>Minimum grade of C required</i>	3
Elective <i>Outside college</i>	2
Outside concentration	3
Professional electives	6
Total	17

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Semester 7		Credits
MMC 4200 Law of Mass Communication		3
PUR 4100 Public Relations Writing <i>Minimum grade of C required</i>		4
PUR 4404C International Public Relations <i>Minimum grade of C required</i>		3
Professional elective		1
Block 2 professional elective or Internship		3
	Total	14
Semester 8		Credits
PUR 4800 Public Relations Campaigns <i>Minimum grade of C required</i>		3
Elective <i>Outside college</i>		3
Outside concentration		6
Professional elective		3
		3
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[Back to Top](#)

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MMC 3260 Communications on the Internet	3

PGY 3610 Survey of Photojournalism <i>Prereq: junior standing</i>	2
PUR 3463 Sports Communication	3
PUR 3622 Social Media Management	3
PUR 4107 Advanced Public Relations Visual Communication <i>Prereq: PUR 4103</i>	3
PUR 4203 Ethics and Professional Responsibility in Public Relations	3
PUR 4410 Principles of Fund Raising <i>Prereqs: PUR 3000 and PUR 3500</i>	3
PUR 4442 Public Interest Communication	3
PUR 4932 Special Study <i>Rotating topics; prerequisites vary</i>	1-3
PUR 4933 Seminar: Issues in Public Relations <i>Prereqs: PUR 3000 and senior standing</i>	2
RTV 3001 Introduction to Telecommunication	3

[Back to Top](#)

Block 2: Choose 3 credits

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

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