

Cover Sheet: Request 10478

Public Relations UFO

Info

Process	Program Modify Platform Ugrad/Pro
Status	Pending
Submitter	Molleda, Juan Carlos jmolleda@jou.ufl.edu
Created	10/7/2015 1:10:31 PM
Updated	10/8/2015 10:59:04 AM
Description	UFO in included to distinguish this program from the residential program

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Molleda, Juan Carlos		10/7/2015
Added Catalog-description-Public_Relations-UFO.docx					10/7/2015
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		10/8/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/8/2015
No document changes					
UF Online					
No document changes					
Office of the Registrar					
No document changes					
OIPR Notified					
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Student Academic Support System					
No document changes					
Catalog					
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College Notified					
No document changes					

Program|Modify_Platform for request 10478

Info

Request: Public Relations UFO

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

Created: 10/7/2015 1:10:31 PM

Form version: 1

Responses

Name: Public Relations

Major or Minor Code : PUR

Effective Term: Fall

Effective Year : 2016

Differences from Residential Program : None

Pedagogical Rationale/Justification: Public relations continues its steady growth in the United States. This growing trend can be seen across all types of organizations and economic sectors. As a result of this growth, there has been an increasing demand for trained professionals in public relations. The U.S. Bureau of Labor Statistics' Occupational Outlook Handbook (2014-15) reports 229,100 public relations specialists and estimates a growth forecast of 12% in the sector between 2012 and 2022, which translates into 27,400 new jobs by the end of this period. The growth is as fast as the average of all occupations.

Impact on Existing Residential and Online Programs: We don't foresee any impact on existing residential and other online programs. The public relations residential program offers unique curricular and co-curricular activities to a stable number of majors. Our other UFO major, Media and Society, is a general communications degree for students interested in other sectors of the media and communications industry.

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 communications 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.

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Coursework for the Major

Required Core Coursework

- JOU 3101 Reporting * (3)
- JOU 3109C Multimedia Writing * (3)
- 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: 14 credits
- * Minimum grade of C required

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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 2 of 6 critical-tracking courses: AMH 2020, an approved English elective (ENC 1102 recommended), JOU 3109C, POS 2041 or PSY 2012, PUR 3000, and one of the following: CPO 2001 or INR 2001 or POS 2112
- 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

- 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

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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
CPO 2001 Comparative Politics or INR 2001 Introduction to International Relations or POS 2112 American State and Local Government		3
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
POS 2041 American Federal Government or PSY 2012 General Psychology (GE-S)		3
ENC 1102 Argument and Persuasion (GE-C) *		3
STA 2023 Introduction to Statistics 1 (GE-M) *		3
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
	Total	15
Semester 3		Credits
ECO 2013 Principles of Macroeconomics (GE-S)		4
PUR 3000 Principles of Public Relations *		3
MUL 2010 Introduction to Music Literature (GE-H) (N)		3
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
English elective	3
Foreign language * or quantitative option	3
Social and Behavioral Sciences (GE-S)	3
Total	15

Semester 5	Credits
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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
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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
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MMC 4200 Law of Mass Communication	3
PUR 4100 Public Relations Writing *	4
PUR 4404C International Public Relations *	3
Professional elective	2
Professional elective or internship	3

	Total	15
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: 14 credits (select from blocks 1 and 2, below)

Block 1: 11 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 3622 Social Media Management (junior standing)	3
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 (instructor and department permission)	1-3
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PUR 4940 Public Relations Internship (2.5 GPA, MMC 2100 or JOU 3109C, JOU 3101, PUR 3000)	1- 3
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
RTV 3200 Fundamentals of Production (RTV 2100)	3

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