

## Cover Sheet: Request 13839

### 6-8 Semester Critical Tracking for UFO program in Public Relations

#### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	4/10/2019 12:38:05 AM
Updated	10/15/2019 10:53:07 AM
Description of request	6-8 Semester Critical Tracking for UFO program in Public Relations

#### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Michael Weigold		4/10/2019
JOU-BS-PUBLIC RELATIONS UFO Semesters 6-8 Universal Tracking Plan.docx					4/10/2019
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		4/10/2019
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - APUG Review	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 13839

### Info

**Request:** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Description of request:** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Submitter:** Marcia DiStaso mdistaso@ufl.edu  
**Created:** 4/10/2019 12:36:07 AM  
**Form version:** 1

### Responses

**Major Name** Public Relations UFO  
**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** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Proposed Curriculum Changes** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Pedagogical Rationale/Justification** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Impact on Enrollment, Retention, Graduation** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Assessment Data Review** 6-8 Semester Critical Tracking for UFO program in Public Relations  
**Academic Learning Compact and Academic Assessment Plan** 6-8 Semester Critical Tracking for UFO program in Public Relations

**Public Relations Department**

**8-Semester Critical Tracking for UFO Program**

**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**

<a href="#">AMH 2020</a>	United States Since 1877 ( <b>Critical Tracking</b> ; State Core Gen Ed Social and Behavioral Sciences)
	Select one:
<a href="#">CPO 2001</a>	Comparative Politics
<a href="#">INR 2001</a>	Introduction to International Relations
<a href="#">POS 2112</a>	American State and Local Government
<a href="#">ENC 1101</a>	Expository and Argumentative Writing ( <a href="#">State Core Gen Ed Composition</a> )

<a href="#">IUF 1000</a>	What is the Good Life (Gen Ed Humanities)
	<a href="#">State Core Gen Ed Mathematics, pure math</a>

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**Credits**

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1 Minimum grade of C required.

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**Semester Two**

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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

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**Credits**

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**Semester Three**

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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

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**Credits**

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**Semester Four**

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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  
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**

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**Semester Eight**

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## Public Relations Campaigns

1

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Elective (outside college)  
Outside concentration credits  
Professional elective

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**Credits**

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**Professional Electives****Block 1**

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

**Block 2**

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

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