

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 Program

- **College:** Journalism and Communications (<http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC>)
- **Degree:** Bachelor of Science in Public Relations
- **Credits for Degree:** 124
- **Additional Information**
- **Related Public Relations Programs**

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

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.

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.

Coursework for the Major

Required Core Coursework

Code	Title	Credits
ENC 3254	Professional Writing in the Discipline ¹	3
JOU 3101	Reporting ¹	3
MMC 1009	Introduction to Media and Communications ¹	1
MMC 2121	Writing Fundamentals for Communicators ¹	3
MMC 3420	Consumer and Audience Analytics ¹	3
MMC 4200	Law of Mass Communication	3
PUR 3000	Principles of Public Relations ¹	3
PUR 3500	Public Relations Research ¹	3
PUR 3801	Public Relations Strategy ¹	3
PUR 4100	Public Relations Writing ¹	4
PUR 4404C	International Public Relations ¹	3
PUR 4800	Public Relations Campaigns ¹	3

VIC 3001	Sight, Sound and Motion ¹	4
Professional electives		16
Total Credits		55

¹ Minimum grade of C required.

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.

More Info (<http://www.jou.ufl.edu/academics/bachelors/journalism/equipment-requirement>)

Related Public Relations Programs

- Bachelor of Science in Public Relations, UF Online (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/PR_BSPR_UFO)

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 (<http://www.flvc.org/cpp/displayRecord.jsp?cip=090902&track=01>) may be used for transfer students.

Semester 1

- Complete 1 of 5 critical-tracking courses: ENC 1102, ECO 2013, MMC 1009, PUR 3000, and STA 2023.
- 2.0 GPA on all work at all institutions
- 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 1 additional critical-tracking course
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 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

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.

Course	Title	Credits
Semester One		
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
Select one:		3
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 (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) ¹	3
IDS 1161	What is the Good Life (Gen Ed Humanities)	3
MMC 1009	Introduction to Media and Communications (Critical Tracking)	1
State Core Gen Ed Mathematics, pure math (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹		3
	Credits	16
Semester Two		
ECO 2013	Principles of Macroeconomics (Critical Tracking ; Gen Ed Social and Behavioral Sciences) ¹	4
ENC 1102	Argument and Persuasion (Critical Tracking ; Gen Ed Composition) ¹	3
POS 2041 or PSY 2012	American Federal Government (Gen Ed Social and Behavioral Sciences) or General Psychology	3
Select one:		3
THE 2000	Theatre Appreciation ¹	
ARH 2000	Art Appreciation: American Diversity and Global Arts (State Core Gen Ed Humanities with Diversity (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) ¹	
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) ¹		3
	Credits	16
Semester Three		
MUL 2010	Experiencing Music (Gen Ed Humanities with International) ¹	3
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics) ¹	3
VIC 3001	Sight, Sound and Motion ¹	4
Gen Ed Biological or Physical Sciences ¹		3
Select one:		3
Foreign language ¹		
Quantitative option		
	Credits	16
Semester Four		
ENC 3254	Professional Writing in the Discipline ¹	3
MMC 2121	Writing Fundamentals for Communicators ¹	3
PUR 3000	Principles of Public Relations (Critical Tracking) ¹	3

Select one:		3
Foreign language ¹		
Quantitative option		
Gen Ed Social and Behavioral Sciences ¹		3
	Credits	15
Semester Five		
JOU 3101	Reporting ¹	3
PUR 3500	Public Relations Research ¹	3
Select one:		3
SPC 2608	Introduction to Public Speaking	
ORI 2000	Oral Performance of Literature 1 ¹	
Professional elective		3
Outside concentration course		3
	Credits	15
Semester Six		
MMC 3420	Consumer and Audience Analytics ¹	3
PUR 3801	Public Relations Strategy ¹	3
Elective (outside college)		2
Outside concentration course		3
Professional electives		6
	Credits	17
Semester Seven		
MMC 4200	Law of Mass Communication	3
PUR 4100	Public Relations Writing ¹	4
PUR 4404C	International Public Relations ¹	3
Professional elective		1
Block 2 professional elective or internship ²		3
	Credits	14
Semester Eight		
PUR 4800	Public Relations Campaigns ¹	3
Elective (outside college)		3
Outside concentration credits		6
Professional elective		3
	Credits	15
	Total Credits	124

¹ Minimum grade of C required.

² Up to six credits in Block 2 may count toward graduation.

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

Professional Electives

Block 1 | Select 13 Credits

Code	Title	Credits
ADV 3008	Principles of Advertising	3
ADV 4400	International and Cross Cultural Advertising	3
JOU 4308	Magazine and Feature Writing	3
MMC 3260	Communications on the Internet	3
PGY 3610	Survey of Photojournalism	2
PUR 3463	Sports Communication	3
PUR 3622	Social Media Management	3
PUR 4203	Ethics and Professional Responsibility in Public Relations	3
PUR 4410	Principles of Fund Raising	3
PUR 4442	Public Interest Communications	3
PUR 4932	Special Study (Rotating topics; prerequisites vary)	1-3
RTV 3001	Introduction to Media Industries and Professions	3

Block 2 | Select 3 Credits

Code	Title	Credits
PUR 4905	Individual Problems	1-3
or PUR 4912	Public Relations Undergraduate Research	
PUR 4940	Public Relations Internship	1-3
PUR/MMC 6000-level graduate courses		3
RTV 3101	Advanced Writing for Electronic Media	3

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

Academic Learning Compact

The major in public relations enables students to develop the knowledge and skills, including analytical and communication skills, necessary for the effective practice of public relations. Students will learn public relations principles, perspectives for understanding and communicating with targeted and diverse publics and a systematic process for problem solving that emphasizes programming based on formative and evaluative research. Special attention is paid to writing skills and students will acquire the ability to write correctly and clearly in forms and styles appropriate for public relations practice. They will learn to use tools and relevant technologies, including new media, and students will also develop an understanding of ethical principles, including the importance of truth and accuracy, which guide public relations practice.

Before Graduating Students Must

- Achieve a passing score of 70% or higher on a major individual project (e.g., media kit) developed in PUR 4100 Public Relations Writing and evaluated by the class instructor.
- Achieve a passing score of 70% or higher on a comprehensive campaign plan for an organizational client, developed in the major's capstone course, PUR 4800 Public Relations Campaigns, and evaluated by the class instructor.
- Achieve a satisfactory rating on four of the five SLOs on a standardized evaluation completed by internship supervisors as part of PUR 4940 Public Relations Internship.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to

Student Learning Outcomes (SLOs)

Content

1. Identify and discuss concepts and theories relevant to effective public relations practice.
2. Describe the history and role of professionals and institutions in shaping public relations practice.
3. Display professional ethical principles and exemplify the values of truth, honesty, accuracy, fairness and diversity.
4. Appropriately apply tools and technologies relevant to public relations practice.

Critical Thinking

5. Gather information and conduct research for public relations planning and evaluation.
6. Appropriately apply basic numerical and statistical concepts for public relations planning and evaluation.
7. Creatively and independently analyze public relations problems.

Communication

8. Write correctly and clearly in forms and styles appropriate for public relations practice.
9. Select and use images and information for public relations practice.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Course	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6	SLO 7	SLO 8	SLO 9
JOU 3101			R					R	
JOU 31				I				I	I
PUR 3000	I	I			I	I	I		
PUR 35		R			R	R			
PUR 38B1							R		
PUR 41			A	R				A	R
PUR 4103									A
PUR 4&A Capsto	A	A	A	A	A	A	A		

Assessment Types

- Projects
- Exams
- Presentations