

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

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

Department Information

The Department of Public Relations provides exemplary leadership, education, and scholarship to advance public relations' unique role and responsibilities to foster organization-public relationships through effective communication and actions in support of a civil society and democratic ideals.

Website (<https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/public-relations/>)

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Map (<http://campusmap.ufl.edu/#/index/0030>)

Curriculum

- Combination Degrees
- Public Relations
- Public Relations UF Online

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 3252	Writing for Strategic Communication 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 3203	Ethics and Problems in Mass Communications 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 4100	Public Relations Writing ¹	4
PUR 4800	Public Relations Campaigns ¹	3
VIC 3001	Sight, Sound and Motion ¹	4
Professional electives		19
Total Credits		55

¹ Minimum grade of C required.

Equipment Requirement

All public relations students are required to have a laptop computer. Laptops must be capable of running the Adobe Creative Cloud suite software. Students registered for VIC 3001, which is required of all public relations majors, must subscribe to, download, and install the Adobe Creative Cloud suite of software before class begins.

Other courses in the public relations curriculum require Microsoft Office software or equivalent, including spreadsheets and statistics software (e.g., Excel, SPSS) and presentation software (e.g., PowerPoint or Keynote).

Some software is available for free or at a steep student discount through UF Apps. Please inquire with UF Apps before making software purchases. More Info (<http://info.apps.ufl.edu/>)

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 critical-tracking course: MMC 1009.
- 2.0 GPA on all work at all institutions

Semester 2

- Complete 3 critical-tracking courses: POS 2041/PSY 2012, ENC 1102, ECO 2013
- 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: VIC 3001
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 4

- Complete 2 critical-tracking courses: STA 2023, PUR 3000
- 2.0 GPA required for all critical-tracking courses
- 2.5 GPA on all work at all institutions

Semester 5

- Complete 2 critical-tracking courses: MMC 3203, MMC 4200
- 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: JOU 3101, PUR 3500
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 7

- Complete 1 critical-tracking course: PUR 4100
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Semester 8

- Complete 1 critical-tracking course: PUR 4800
- 2.0 GPA required for all critical-tracking courses
- 2.0 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
MMC 1009	Introduction to Media and Communications (Critical Tracking)	1
Quest 1 (Gen Ed Humanities)		3
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
Select one:		3
PSY 2012	General Psychology (Gen Ed Social and Behavioral Sciences; Critical Tracking)	
POS 2041	American Federal Government (Critical Tracking)	
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 (Critical Tracking) ¹	4
Gen Ed Biological or Physical Sciences ¹		3
Select one:		3
Foreign language ¹		
Quantitative option		
Credits		16
Semester Four		
ENC 3252	Writing for Strategic Communication 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		
MMC 3203	Ethics and Problems in Mass Communications (Critical Tracking) ¹	3
MMC 3420	Consumer and Audience Analytics ¹	3
MMC 4200	Law of Mass Communication (Critical Tracking) ¹	3
Select one:		3
SPC 2608	Introduction to Public Speaking	

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Assessment Types

- Projects
 - Exams
 - Presentations
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