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 (https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/)
- **Degree:** Bachelor of Science in Public Relations (https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/PR_BSPR/PR_BSPR/)
- **Specializations:** Corporate (https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/PR_BSPR/PR_BSPR02/#text) | Public Interest Communications (https://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/PR_BSPR/PR_BSPR01/)
- **Credits for Degree:** 120

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/)

CONTACT

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P.O. Box 118400
2085 WEIMER HALL
GAINESVILLE FL 32611-8400
Map (http://campusmap.ufl.edu/#/index/0030)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology Minor
- Public Relations Minor
- 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 3211	Diverse Voices [1]	1
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]	3
Professional electives		19
Total Credits		**55**

[1] Minimum grade of C required.

Equipment Requirement

All students are required to have a laptop computer which is 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 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/)

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 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, and evaluated by the class instructor.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to

Student Learning Outcomes | SLOs

Content

1. Correctly identify trends, concepts, and theories relevant to effective public relations practice.

Critical Thinking

2. Formulate accurate insights from research.
3. Creatively and independently analyze public relations problems.

Communication

4. Work effectively in teams to solve public relations problems.
5. Orally present ideas and recommendations clearly and effectively.
6. Write correctly and clearly in forms and styles appropriate for public relations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
JOU 3101						I
SPC 2608 or ORI 2000					I	
PUR 3000	I	I	I	I		R

PUR 3500	R	R	R	R	R	R
ENC 3254						R
PUR 4100	R	R	R	R	R	R
VIC 3001	R					
PUR 4800	A	A	A	A	A	A

Assessment Types

- Projects
- Exams
- Presentations