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
- **Degree:** Bachelor of Science in Public Relations
- **Credits for Degree:** 124
- **Additional Information**
- **Contact:** 1.855.99GATOR
- **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.

### Coursework for the Major

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Core Coursework</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOU 3101</td>
<td>Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOU 3109C</td>
<td>Multimedia Writing</td>
<td>3</td>
</tr>
<tr>
<td>MMC 2121</td>
<td>Writing Fundamentals for Communicators</td>
<td>3</td>
</tr>
<tr>
<td>MMC 3420</td>
<td>Consumer and Audience Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MMC 4200</td>
<td>Law of Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>PUR 3000</td>
<td>Principles of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>PUR 3500</td>
<td>Public Relations Research</td>
<td>3</td>
</tr>
<tr>
<td>PUR 3801</td>
<td>Public Relations Strategy</td>
<td>3</td>
</tr>
<tr>
<td>PUR 4100</td>
<td>Public Relations Writing</td>
<td>4</td>
</tr>
<tr>
<td>PUR 4404C</td>
<td>International Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>PUR 4800</td>
<td>Public Relations Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>VIC 3001</td>
<td>Sight, Sound and Motion</td>
<td>4</td>
</tr>
<tr>
<td><strong>Professional Electives</strong></td>
<td>14</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits: 52

1 Minimum grade of C required.

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### Equipment requirement

**More Info**

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.

### Related Public Relations Programs

- Bachelor of Science in Public Relations, on campus

### 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 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

### Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester One</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AMH 2020</td>
<td>United States Since 1877 (Critical Tracking; State Core Gen Ed Social and Behavioral Sciences)</td>
<td>3</td>
</tr>
</tbody>
</table>

Select one:
- CPO 2001  Comparative Politics (Critical Tracking)
- INR 2001  Introduction to International Relations (Critical Tracking)
- POS 2112  American State and Local Government (Critical Tracking)
ENC 1101  Expository and Argumentative Writing (State Core Gen Ed Composition)  3
IUF 1000  What is the Good Life (Gen Ed Humanities)  3
State Core Gen Ed Mathematics (pure math)  3

Semester Two
Select one:
   POS 2041  American Federal Government (Critical Tracking)  3
   PSY 2012  General Psychology (Critical Tracking; Gen Ed Social and Behavioral Sciences)  
   ENC 1102  Argument and Persuasion (Critical Tracking; Gen Ed Composition)  3
STA 2023  Introduction to Statistics 1 (Gen Ed Mathematics)  3

Select one:
   THE 2000  Theatre Appreciation  
   ARH 2000  Art Appreciation: American Diversity and Global Arts (State Core Gen Ed Humanities with Diversity)  

State Core Gen Ed Biological or Physical Sciences  3

Semester Three
ECO 2013  Principles of Macroeconomics (Gen Ed Social and Behavioral Sciences)  4
MUL 2010  Experiencing Music (Gen Ed Humanities with International)  3
PUR 3000  Principles of Public Relations (Critical Tracking)  3
Gen Ed Biological or Physical Sciences  3
Foreign language or quantitative option  3

Credits  16

Semester Four
JOU 3109C  Multimedia Writing (Critical Tracking)  3
MMC 2121  Writing Fundamentals for Communicators  3
English elective  3
Foreign language or quantitative option  3
Gen Ed Social and Behavioral Sciences  3

Credits  16

Semester Five
JOU 3101  Reporting  3
PUR 3500  Public Relations Research  3
Select one:
   SPC 2608  Introduction to Public Speaking  
   ORI 2000  Oral Performance of Literature 1  
   VIC 3001  Sight, Sound and Motion  3

Outside concentration course  3

Credits  16

Semester Six
MMC 3420  Consumer and Audience Analytics  3
PUR 3801  Public Relations Strategy  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  4
PUR 4404C  International Public Relations  3
Professional elective  2

Credits  14

Professional elective or internship  3

Credits  15

Semester Eight
PUR 4800  Public Relations Campaigns  3
Elective (outside college)  3
Outside concentration courses  6
Professional elective  3

Credits  15

Total Credits  124

1  Minimum grade of C required.

Approved Electives

Professional Electives

Block 1: Select 11 credits
See course descriptions for prerequisites and requirements.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 3008</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 4400</td>
<td>International and Cross Cultural Advertising</td>
<td>3</td>
</tr>
<tr>
<td>JOU 4308</td>
<td>Magazine and Feature Writing</td>
<td>3</td>
</tr>
<tr>
<td>MMC 3260</td>
<td>Communications on the Internet</td>
<td>3</td>
</tr>
<tr>
<td>PGY 3610</td>
<td>Survey of Photojournalism</td>
<td>2</td>
</tr>
<tr>
<td>PUR 4203</td>
<td>Ethics and Professional Responsibility in Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>PUR 4410</td>
<td>Principles of Fund Raising</td>
<td>3</td>
</tr>
<tr>
<td>PUR 4932</td>
<td>Special Study (rotating topics; prerequisites vary)</td>
<td>1-3</td>
</tr>
<tr>
<td>RTV 3001</td>
<td>Introduction to Media Industries and Professions</td>
<td>3</td>
</tr>
</tbody>
</table>

Block 2: Select 3 credits
See course descriptions for prerequisites and requirements.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>PUR 4905</td>
<td>Individual Problems</td>
<td>1-3</td>
</tr>
<tr>
<td>PUR 4940</td>
<td>Public Relations Internship (2.5 GPA)</td>
<td>1-3</td>
</tr>
<tr>
<td>PUR/MMC 6000-level graduate courses</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>RTV 3101</td>
<td>Advanced Writing for Electronic Media</td>
<td>3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course SLO 1 SLO 2 SLO 3 SLO 4 SLO 5 SLO 6 SLO 7 SLO 8 SLO 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOU 3101 R</td>
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<tr>
<td>JOU 31</td>
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<tr>
<td>PUR 3000</td>
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<tr>
<td>PUR 35</td>
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<td>PUR 3881</td>
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<td>PUR 41</td>
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<td>PUR 4103</td>
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<tr>
<td>PUR 48A</td>
</tr>
<tr>
<td>Capsto</td>
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</tbody>
</table>

Assessment Types
• Projects
• Exams
• Presentations