Public Relations UF Online

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>
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</thead>
<tbody>
<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>
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<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>
</tbody>
</table>

**Professional Electives**

Select 14 credits from professional electives (see approved list) 14

**Total Credits** 52

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1. Minimum grade of C required.

### 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>AMH 2020</td>
<td>United States Since 1877 (Critical Tracking; State Core Gen Ed Social and Behavioral Sciences)</td>
<td>3</td>
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</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 Seven**

Outside concentration course
Elective (outside college)

**Semester Five**

Gen Ed Social and Behavioral Sciences
English elective

**Semester Three**

State Core Gen Ed Biological or Physical Sciences 3

**Semester Four**

JOU 3109C Multimedia Writing (Critical Tracking) 3
MMC 2121 Writing Fundamentals for Communicators 3
Foreign language 3 or quantitative option 3

**Semester Five**

JOU 3101 Reporting 3
PUR 3500 Public Relations Research 3

**Semester Six**

MMC 3420 Consumer and Audience Analytics 3
PUR 3801 Public Relations Strategy 3

**Semester Seven**

MMC 4200 Law of Mass Communication 3
PUR 4100 Public Relations Writing 4

**Semester Two**

Select one:

POS 2041 American Federal Government (Critical Tracking) 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

**Semester Four**

JOU 3109C Multimedia Writing (Critical Tracking) 3
MMC 2121 Writing Fundamentals for Communicators 3

**Semester Five**

JOU 3101 Reporting 3
PUR 3500 Public Relations Research 3

**Semester Six**

MMC 3420 Consumer and Audience Analytics 3
PUR 3801 Public Relations Strategy 3

**Semester Seven**

MMC 4200 Law of Mass Communication 3
PUR 4100 Public Relations Writing 4

**Semester Eight**

Professional elective or internship 3

**Approved Electives**

**Professional Electives**

**Block 1: Select 11 credits**

See course descriptions for prerequisites and requirements.

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

See course descriptions for prerequisites and requirements.

<table>
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<tr>
<td>PUR 4905</td>
<td>Individual Problems</td>
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<td>PUR 4940</td>
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<td>PUR/MMC 6000-level graduate courses</td>
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<td>RTV 3101</td>
<td>Advanced Writing for Electronic Media</td>
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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

<table>
<thead>
<tr>
<th>Course</th>
<th>SLO 1</th>
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Assessment Types
• Projects
• Exams
• Presentations