

Curriculum Worksheet -- Public Relations Major -- 39 Credits (effective Fall, 2018)

General Departmental Core Courses -- REQUIRED 15 crs. by completing courses below

- 141 Introduction to Media: News, Public Relations and Advertising
- 221 Writing for the Media
- 251 Foundations of Multimedia Storytelling
- 324 Editing
- 412 Law of Mass Communication
- 499 Culminating Experience (90 crs. or more completed and permission of department) {0 crs.}

Public Relations Core -- REQUIRED 9 crs. by completing courses below

- A course taken as a requirement **does not count again** toward the 6 crs. in the General Department Electives requirement.
- 211 Principles of Public Relations
 - 315 Public Relations Techniques
 - 319 Case Studies in Public Relations

Public Relations Electives -- REQUIRED 9 crs. by completing three courses below

- A course taken as a requirement **does not count again** toward the 6 crs. in the General Department Electives requirement.
- 250 **OR** 327 250 - Principles of Advertising **OR** 327 - Reporting
 - 331 **OR** 452 331 - Visual Media Design **OR** 452 - Special Topics in Visual Journalism*
 - 340 Digital & Social Media Strategy
 - 440 **OR** 457 440 - Digital & Social Media Applied **OR** 457 - Media Organization and Management
 - 455 Public Relations Campaigns
 - 472 Research in Strategic Communication

General Department Electives -- REQUIRED 6 crs.

Two (2) electives between 61-001 and 61-498 (61-427 **DOES NOT** count as an elective.)

**Transfer students have a limit of 61-199 General Journalism Elective for counting ONCE in any major or minor in the department

Non-Journalism Required Courses -- ALL Multimedia Journalism majors must take

- Computer Science** 34-125 -- Worldwide Web Site Development
- History** 57-202 -- Modern United States History Since 1877
- Political Science** 84-105 -- American Government and Politics

And, ONE from the following list:

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|-------------|---|-------------------|---|
| Math | 67-189 -- PBIS-Statistics
67-201 -- Applied Statistics | Psychology | 36-203 -- Elementary Psychological Statistics |
| | | Sociology | 92-281 -- Social Statistics |

Credits to Meet Graduation Requirements

Upper-Level Credits (300 level or better, including journalism) (35 crs. required) {See current Undergraduate Bulletin}

Completed: _____

Scheduled: _____

Still Needed: _____

*Special topics courses vary semester by semester to explore and develop skills in key topics critical and modern to the field.