

PUBLIC RELATIONS (PRCM) CURRICULUM 2016-2017

Assigned transfer credit is accepted by the College of Liberal Arts. Transfer to another college may void part or all of this evaluation. Students must meet residency requirement. This is an internal check sheet; consult the University Bulletin for the official curriculum.

Student _____ I.D. Number _____

Date given student _____ Date given dept. _____ Indicate double major or minors _____

UNIVERSITY CORE REQUIREMENTS (41)				MAJOR (45) Must apply for admission to the Program after 30 core hours.		
	ENGL 1100 English Composition I (3)	I	SLO 6	School Core: Required of all CMJN majors (3)		
	ENGL 1120 English Composition II (3)	I	SLO 1		CMJN 2100 Concepts in Communication & Journalism (3)	
	Core Literature (3)	II	SLO 2, 3, 11	Required: Must take all courses listed below (24-27)		
	Core History (3)	IV	SLO 8, SLO 9		PRCM 2400 Foundations of Public Relations (3)	
	Core History (3) <small>(to complete sequence requirement)</small>	IV	SLO 8, SLO 9		PRCM 2500 Public Relations Case Studies (3) <small>(prerequisite for PRCM 3000)</small>	
	COMM 1000 (3)	II	SLO 7		PRCM 3000 Multimedia Writing for Public Relations (3) <small>(prerequisite for PRCM 4500)</small>	
	Core Humanities (3) *	II	Various		PRCM 3260 Strategic Communication in Public Relations (3)	
	Core Fine Arts (3)	II	SLO 11		PRCM 4020 Digital Style & Design in PR Messages (3)	
	ECON 2020 Principles of Microeconomics (3)	IV	SLO 8		PRCM 4400 Public Relations Research (3) <small>(prerequisite for PRCM 4500)</small>	
	Core Social Science (3)	IV	SLO 8 or 9		PRCM 4500 Public Relations Campaigns (3)	
	Core Math (3)	III	SLO 4, SLO 5		PRCM 4920 Internship (3)	
	Core Science (4)	III	SLO 10		JRNL1AA0 Journalism Fund. Entrance Exam (0) OR JRNL 1100 Journalism Fundamentals (3)	
	Core Science (4) <small>(to complete sequence requirement)</small>	III	SLO 10	Group 1: Select TWO writing courses (6 hrs) <small>See attached list for Group 1 courses.</small>		
COLLEGE CORE REQUIREMENTS (8)						
	Foreign Language (4)					
	Foreign Language (4)			Group 2: Select THREE-FOUR courses from the attached list (9-12)		
SUPPORTING COURSEWORK (12)						
Select 4 of the following courses: ACCT 2700, 2810; FINC 3810; MNGT 3100/07 or 3810, 3460; HRMN 3420, 4430; MKTG 3310/17, 4050, 4320, 4330, 4350, 4370, 4380, 4390, 4400, 4500, 4700, 4970						
					If JRNL 1AA0 passed, add a 4 th course in Group 2	
				ELECTIVES (11) <small>(MUST be from outside the School of Communication and Journalism)</small>		
TOTAL HOURS REQUIRED = 120 (Maximum of 60 hours may be transferred from Junior College).						

* If Literature requirement was completed prior to Fall 2013, Core Humanities must cover SLO 3

Articulation:
 Area I - Composition I & II - 6 Semester Hours
 Area II - Humanities & Fine Arts - 12 Semester Hours
 Area III - Natural Science & Mathematics - 11 Semester Hours
 Area IV - History, Social Science, Behavioral Science - 12 Semester Hours

Students are required to take at least 50% of major courses at Auburn.

**PUBLIC RELATIONS
EFFECTIVE FALL 2016**

GROUP 1 COURSES (6 hrs)

Select **TWO** of the courses listed below

- JRNL 2210
- JRNL 2310
- JRNL 3220
- MDIA 3350

GROUP 2 COURSES (9 - 12 hrs)

Select **THREE - FOUR** of the courses listed below in **CMJN, COMM, JRNL, MDIA or**

PRCM

- CMJN 2910
- CMJN 3110
- CMJN 3210
- CMJN 3350
- CMJN 3410
- CMJN 3650
- CMJN 4000
- CMJN 4410
- CMJN 4430
- CMJN 4970
- CMJN 5300
- COMM 2010
- COMM 2400
- COMM 2410
- COMM 3100
- COMM 3110
- COMM 3300
- COMM 3450
- COMM 3500
- COMM 3510
- COMM 3600
- COMM 3610
- COMM 3700
- COMM 3970
- JRNL 1100
- JRNL 1AA0
- JRNL 2310
- JRNL 3220
- JRNL 3410
- JRNL 3470
- JRNL 3510
- JRNL 3530
- JRNL 4320
- JRNL 4410
- JRNL 4417
- JRNL 4490
- JRNL 4870
- JRNL 4970
- MDIA 2350

(GROUP 3 courses cont.)

- MDIA 2420
- MDIA 2700
- MDIA 2800
- MDIA 3210
- MDIA 3300
- MDIA 3350*
- MDIA 3580
- MDIA 3970
- MDIA 4200
- MDIA 4210
- MDIA 4220
- MDIA 4260
- MDIA 4280
- MDIA 4300
- MDIA 4310
- MDIA 4320
- MDIA 4340
- MDIA 4360
- MDIA 4370
- MDIA 4380
- MDIA 4390
- MDIA 4420
- MDIA 4580
- MDIA 4970
- PRCM 3080
- PRCM 3090
- PRCM 3260
- PRCM 3270
- PRCM 3280
- PRCM 4930
- PRCM 4970

**May take this course to fulfill a Group 2 requirement if the course was not taken as one of your required Group 1 writing courses.*