FIU | Communication

Effective Fall 2015
Last revised 8/26/15

Bachelor of Science in Mass Communication

Major: PUBLIC RELATIONS

NAME: _____ PANTHER ID #: _____

Undergrad Reqs*= 60 earned credits, 3.0 cumulative GPA, MMC 3003	GL = GLOBAL LEARNING COURSE

2.75 minimum GPA is a graduation requirement for SJMC/MAJOR SPECIFIC sections below.	A grade of "C" or better is required in all courses listed below.

SCJ REQUIREMENTS (15 credits)			Credit	Semester Completed	Grade
MMC	3003	MASS COMMUNICATION ORIENTATION	0		
MMC	3104C	WRITING STRATEGIES FOR REACHING A MASS AUDIENCE (Prereq: Passing score on the Language Skills Test)	3		
MMC	3303	GLOBAL MEDIA AND SOCIETY – GL (formerly MMC 3602)	3		
MMC	4200	MASS COMMUNICATION LAW AND ETHICS	3		
VIC	3400	VISUAL DESIGN FOR GLOBALIZED MEDIA – GL (formerly VIC 3002)	3		
RTV	3531	MULTIMEDIA PRODUCTION (formerly RTV 3260) (Prereq: MMC 3104C, VIC 3400, Undergrad Reqs*)	3		

MAJOR SPECIFIC REQUIREMENTS (24 credits)			Credit	Semester Completed	Grade
PUR	3000	PRINCIPLES OF PUBLIC RELATIONS	3		
ADV	3008	PRINCIPLES OF ADVERTISING (formerly ADV 3000)	3		
ADV	3200	CREATIVE CONCEPTS (Prereq: MMC 3104C, Undergrad Reqs*)	3		
MMC	4609	INTEGRATED COMMUNICATION RESEARCH STRATEGY (Prereq: MMC 3104C, PUR 3000, Undergrad Reqs*)	3		
PUR	4100	WRITING FOR PUBLIC RELATIONS (Prereq: MMC 3104C, PUR 3000, Undergrad Reqs*)	3		
PUR	4101	DIGITAL EDITING & DESIGN (Prereq: MMC 3104C, PUR 3000, Undergrad Reqs*)	3		
PUR	4106	ADVANCED PUBLIC RELATIONS WRITING FOR MULTIMEDIA PLATFORMS (Prereq: MMC 3104C, PUR 3000, PUR 4100, Undergrad Reqs*)	3		
MMC	4410	INTEGRATED COMMUNICATIONS CAMPAIGNS [CAPSTONE] (Prereq: MMC 3303, MMC 4200, RTV 3531, ADV 3008, PUR 3000, ADV 3200, MMC 4609, PUR 4100, Undergrad Reqs*) (Coreq: MMC 4936, PUR 4101, PUR 4106)	3		

DEPARTMENTAL ELECTIVES (6 credits) Please select 2 courses from the list below. Please check course catalog for possible prerequisite requirements							Credit	Semester Completed	Grade
		ADV 4201	ADV 4323	DIG 3110	MMC 4304	MMC 4936	MMC 4945		
		ADV 4322	DIG 3001	DIG 4800	MMC 4631	MMC 4936 (Abroad)	PUR 4940		
							3		
							3		

2.75 minimum GPA is a graduation requirement for UDLA/AOC sections below.	A grade of "C" or better is required in all courses listed below.

UPPER DIVISION LIBERAL ARTS REQUIREMENTS (3 credits)			Credit	Semester Completed	Grade
IDS	3309	HOW WE KNOW WHAT WE KNOW (If course already taken in first 60 credits, may take an SJMC elective)	3		

AREA OF CONCENTRATION REQUIREMENTS (12 credits) UPPER DIVISION ONLY (3000/4000 level courses) Do not duplicate courses selected in liberal arts electives above. DO NOT take MAR 4323, MAR 4333, MAR 4334, and MAR 4613.			Credit	Semester Completed	Grade
SUBJECT/AREA:					
			3		
			3		
			3		
			3		