

**Bachelor of Science in Public Relations,
Advertising and Applied Communication**

Major: Public Relations, Advertising and Applied Communication

NAME: _____ PANTHER ID #: _____

Undergrad Reqs*= 2.85 cumulative GPA (including all transfer and FIU), MMC 3003 GL = GLOBAL LEARNING COURSE

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

CORE REQUIREMENTS (15 credits)			Credit	Semester Completed	Grade			
MMC	3003	MASS COMMUNICATION ORIENTATION	0					
MMC	3123	WRITING FUNDAMENTALS FOR COMMUNICATORS (Prereq: ENC 1101 & ENC 1102)	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					
IDS	3309	HOW WE KNOW WHAT WE KNOW (Prereq: ENC 1101 & ENC 1102)	3					
MAJOR SPECIFIC REQUIREMENTS (18 credits)			Credit	Semester Completed	Grade			
ADV	3008	PRINCIPLES OF ADVERTISING (formerly ADV 3000)	3					
PUR	3000	PRINCIPLES OF PUBLIC RELATIONS	3					
ADV	4323	STRATEGIC BRANDING AND SOCIAL MEDIA	3					
MMC	4609	INTEGRATED COMMUNICATION RESEARCH STRATEGY	3					
PUR	4101	DIGITAL EDITING AND DESIGN (Prereq: ADV 3008, PUR 3000, Undergrad Reqs*)	3					
MMC	4410	INTEGRATED CAMPAIGNS (Prereq: ADV 3008, PUR 3000, ADV 4323, MMC 4609, PUR 4101, Undergrad Reqs*, 102 earned credits)	3					
SPECIALIZATION COURSES (15 credits)			Please select 5 courses from the list below. Please check course catalog for possible prerequisite requirements.					
	ADV 3200	ADV 4101	ADV 4201	ADV 4300	ADV 4322	PUR 4940		
	ADV 4601	ADV 4711	COM 3110	COM 3230	COM 3471	DIG 3001		
	DIG 4800	COM 4940	MMC 4302	MMC 4304	MMC 4631	COM 4930		
	MMC 4945	PUR 4100	PUR 4106	RTV 3007	RTV 3531	SPC 3210		
Prefix	Course No.					Credit	Semester Completed	Grade
						3		
						3		
						3		
						3		
						3		

A grade of "C" or better is required in all courses listed below.

AREA OF CONCENTRATION (12 credits)			Credit	Semester Completed	Grade
Please check course catalog and Panther Degree Audit for suggested areas and courses. Students may design their own Area of Concentration with permission. Courses used towards Specialization Courses above may not also be applied to an Area of Concentration.					
SUBJECT/AREA:					
			3		
			3		
			3		
			3		