

**Bachelor of Science in 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
PUR	1951	MASS COMMUNICATION ORIENTATION	0		
MMC	3123	WRITING FUNDAMENTALS FOR COMMUNICATORS (Prereq: ENC 1101 & ENC 1102)* NEW COURSE # TO BE SUBMITTED	3		
MMC	3303	GLOBAL MEDIA AND SOCIETY – GL	3		
MMC	4200	MASS COMMUNICATION LAW AND ETHICS	3		
VIC	3400	VISUAL DESIGN FOR GLOBALIZED MEDIA – GL	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 OR	3		
PUR	3000	PRINCIPLES OF PUBLIC RELATIONS			
COM	3520	DESIGNING COMMUNICATION STRATEGIES	3		
ADV	4323	STRATEGIC BRANDING AND SOCIAL MEDIA	3		
COM	4310	COMMUNICATION RESEARCH METHODS	3		
PUR	4101	DIGITAL EDITING AND DESIGN (Prereq: ADV 3008, PUR 3000, Undergrad Reqs*)	3		
COM	4958	SENIOR CAPSTONE: INTEGRATED CAMPAIGNS (Prereq: Core Reqs, Major specific Reqs, Undergrad Reqs*, 102 earned credits)	3		

SPECIALIZATION COURSES (15 credits)
Please select 5 courses from the list below. Please check course catalog for possible prerequisites.

ADV 3008	ADV 3200	ADV 4101	ADV 4201	ADV 4300	ADV 4322	ADV 4411	ADV 4601	ADV 4711
ADV 4800	ART 3637C	ART 3648C	COM 3110	COM 3230	COM 3471	COM 4022	COM 4361	COM 4430
COM 4462	COM 4930	COM 4940	DIG 4800	GRA 2100C	MMC 4302	MMC 4631	PGY 4611C	PUR 3000
PUR 4100	PUR 4106	PUR 4108	PUR 4940	RTV 3531	SPC 3210	SPC 3540	SPC 4445	

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		

Specialization Electives:

ADV 3008	Principles of Advertising	COM 4462	Conflict Management
ADV 3200	Creative Concepts	COM 4930	Special Topics or Study Abroad
ADV 4101	Advanced Creative Design & Copywriting	COM 4940	Communication Internship
ADV 4201	Advertising and Society	DIG 4800	Digital Theories
ADV 4300	Media Planning	GRA 2100C	Introduction to Graphic Design
ADV 4322	Mobile Advertising	MMC 4302	Social Media and Globalization
ADV 4411	Multicultural Marketing Communication	MMC 4631	Audience Analysis
ADV 4601	Account Planning	PGY 4611C	Digital Photography & Social Media
ADV 4711	Portfolio Workshop	PUR 3000	Principles of Public Relations
ADV 4800	Advanced BOLD Practicum	PUR 4100	Writing for PR
ART 3637C	Digital Media Foundation	PUR 4106	Advanced PR Writing
ART 3648C	Introduction to Digital Art Lab	PUR 4108	Strategic Presentation of Data
COM 3110	Business and Professional Communication	PUR 4940	BOLD Agency Practicum
COM 3230	Crisis Communication	RTV 3531	Multimedia Production
COM 3471	Social Media's Impact on Communication	SPC 3210	Communication Theory
COM 4022	Health Communication	SPC 3540	Persuasion
COM 4631	Publishing for Applied Communication	SPC 4445	Communication for Effective Leadership
COM 4430	International Business Communication		

Recommended Specialization Clusters:

Advertising Creative:

ADV 3008 Principles of Advertising
ADV 3200 Creative Concepts
ADV 4101 Advanced Concepts in Creative Design and Copywriting
ADV 4711 Portfolio Workshop
ADV 4602 Account Planning
ADV 4940 BOLD Practicum
IDS 3917 Apps, Arts and Issues

Advertising Management:

ADV 3008 Principles of Advertising
ADV 3200 Creative Concepts
ADV 4300 Media Planning
ADV 4411 Multicultural Marketing Communication
ADV 4602 Account planning
ADV 4940 Bold Practicum
SPC 4445 Communication for Effective Leadership

Public Relations:

PUR 3000 Principles of Public Relations
PUR 4100 Writing for PR
PUR 4106 Advanced PR Writing
COM 3110 Business and Professional Communication
PUR 4108 Strategic Presentation of Data
SPC 4445 Communication for Effective Leadership
PUR 4940 BOLD Practicum
ADV 4411 Multicultural Marketing Communication
COM 4361 Publishing for Applied Communication
COM 3230 Crisis Communication

Strategic / Social Media:

MMC 4631 Audience Analysis
ADV 4602 Account Planning
ADV 3200 Creative Concepts
MMC 4631 Audience Analysis
PGY 4611 Digital Photography and Social Media
PUR 4108 Strategic Presentation of Data
ART 3648C Digital Media Foundation

Preparation for Graduate Studies in Social Sciences:

SPC 3210 Communication Theory
DIG 4800 Digital Theories
MMC 4302 Social Media and Globalization
ADV 4201 Advertising and Society
COM 3471 Social Media's Impact on Communication
MMC 4631 Audience Analysis
PUR 4108 Strategic Presentation of Data
COM 4022 Health Communication
SPC 3540 Persuasion

Organizational/Internal Communication:

PUR 3000 Principles of Public Relations
PUR 4100 Writing for PR
PUR 4108 Strategic Presentation of Data
COM 3110 Business and Professional Communication
SPC 4445 Communication for Effective Leadership
COM 4361 Publishing for Applied Communication
COM 3230 Crisis Communication ()
COM 4462 Conflict Management
COM 3120 Organizational Communication