

PUBLIC RELATIONS (PRCM) CURRICULUM 2013-2014

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 (39) Must apply for admission to the Program after 30 core hours.		
	ENGL 1100 English Composition I (3)	I	SLO 6	Department Core: Required of all CMJN majors (3 hrs)		
	ENGL 1120 English Composition II (3)	I	SLO 1		CMJN 2100 Concepts in Communication & Journalism (3) (prerequisite for PRCM 3040)	
	Core Literature (3)	II	SLO 2, 3, 11	Required: Must take all courses listed below (27 hrs)		
	Core History (3)	IV	SLO 8, SLO 9		PRCM 3040 Foundation of Public Relations (3)	
	Core History (3) (to complete sequence requirement)	IV	SLO 8, SLO 9		PRCM 3050 Case Studies & Ethics in PR (3) (prerequisite for PRCM 4090)	
	COMM 1000 (3)	II	SLO 7		PRCM 4080 Writing for Public Relations (3) (prerequisite for PRCM 4090)	
	Core Humanities (3) ***	II	Various		PRCM 4510 Survey Research Methods (3) (prerequisite for PRCM 4090)	
	Core Fine Arts (3)	II	SLO 11		PRCM 4020 Style & Design in PR Messages (3)	
	ECON 2020 Principles of Microeconomics (3)	IV	SLO 8		PRCM 4090 PR Campaigns (3)	
	Core Social Science (3)	IV	SLO 8 or 9		PRCM 4920 Internship (3)	
	Core Math (3)	III	SLO 4, SLO 5		JRNL 1100 Journalism Fundamentals (3)	
	Core Science (4)	III	SLO 10		JRNL 2210 Newswriting (3)	
	Core Science (4) (to complete sequence requirement)	III	SLO 10	Group 1: Select 1 of the following writing courses (3 hrs) JRNL 2310, JRNL 3220, RTVF 3350, RTVF 3380		
COLLEGE CORE REQUIREMENTS (8)						
	Foreign Language (4)			Group 2: Select 1 of the following diversity courses (3 hrs) COMM 3450, PCM 3080, RTVF 4240, RTVF 4280, RTVF 4370		
	Foreign Language (4)					
SUPPORTING COURSEWORK (12)				Group 3: Select 1 of the following courses (3 hrs) CMJN 3350, 4000; COMM 2400, 2910, 3100, 3110, 3500, 3600, 3700, 3970; JRNL 3410, 3470, 3510, 4320, 4410, 4460, 4490, 4970; PRCM 3090, 3260, 3270, 4970; RTVF 2350, 2370, 2800, 3210, 3300, 3420, 3580, 4210, 4320, 4340, 4350		
	ACCT 2700 Business Law (required) (3)					
Select 3 of the following courses (9 hrs): ACCT 2810; FINC 3810; MNGT 3100/07or 3810, 3460; HRMN 3420, 4430; MKTG 3310/17, 4050, 4320, 4330, 4350, 4370, 4390, 4400, 4500, 4600, 4970						
				ELECTIVES (20)		
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 who transfer to Auburn University's PRCM major are required to take a minimum of 21 credit hours in the AU program.