MY ADVISOR'S NAME IS:

AD/PR
PUBLIC RELATIONS

REQUIREMENTS

CORE CURRICULUM

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME		HRS	GRADE
FYS 100	First Year Seminar	●	3	_____
_____	Critical Thinking	●	3	_____
_____	Critical Thinking	●	3	_____

Additional University Requirements

CODE	COURSE NAME	HRS	GRADE
_____	Writing Intensive	3	_____
_____	Writing Intensive	3	_____
_____	International or Multicultural	3	_____
JMC 439	Capstone	3	_____

CORE 2:

CODE	COURSE NAME		HRS	GRADE
ENG 101	Beginning Composition	●	3	_____
ENG 201	Beginning Composition	●	3	_____
CMM 103	Fund Speech-Communication	●	3	_____
_____	Core II Mathematics	●	3	_____
_____	Core II Natural/Physical Science	●	4	_____
JMC 101	Core II Humanities	●	3	_____
_____	Core II Social Science	●	3	_____
_____	Core II Fine Arts	●	3	_____

MAJOR REQUIREMENTS

All Advertising/Public Relations Majors are required to take the following courses:

CODE	COURSE NAME		HRS	GRADE
_____	Modern Language	◆	3	_____
_____	Modern Language	◆	3	_____
_____	Cultural (ANT 201, SOC 200 or GEO 100)	◆	3	_____
_____	Multicultural	◆	3	_____
_____	International (not JMC 436)	◆	3	_____
_____	History Elective	◆	3	_____
_____	Literature Elective	◆	3	_____
_____	Literature Elective	◆	3	_____

CODE	COURSE NAME		HRS	GRADE
JMC 101	Media Literacy	● ◆	3	_____
JMC 102	Media Toolbox	◆	3	_____
JMC 103	Language Use for Media	◆	1	_____
JMC 241	Media Design	◆	3	_____
JMC 260	Digital Imaging for JMC	◆	3	_____
JMC 345	Mass Comm Law & Ethics	◆	3	_____
JMC 361	Digital Presence	◆	3	_____
JMC 470/490	Internship/Practicum	◆	1-4	_____

AREA OF EMPHASIS SPECIFIC

Majors who wish to pursue an Area of Emphasis in Public Relations must take the following courses:

CODE	COURSE NAME		HRS	GRADE
JMC 330	AD/PR Principles and Ethics	🔵	3	_____
JMC 380	AD/PR & Continuity Writing	🔵	3	_____
JMC 383	Content Creation	🔵	3	_____
JMC 408	Research and Analytics	🔵	3	_____
JMC 439	AD-PR Campaign Management	🔵	3	_____
_____	JMC 300/400 Elective	🔵	3	_____
JMC 300	Reporting and News Writing	🔵	3	_____
JMC 437	Public Relations Planning	🔵	3	_____

CODE	COURSE NAME		HRS	GRADE
JMC 438	Public Relations Case Studies	🔵	3	_____
_____	Any Additional Business Course	🔵	3	_____
MKT 340	Principles of Marketing	🔵	3	_____
_____	Non-JMC elective		3	_____
_____	Non-JMC elective		3	_____

MAJOR INFORMATION

- All journalism and mass communications majors must pass a language proficiency exam before admission to any JMC courses at the 300/400 level. The language proficiency requirement may also be met by completing JMC 100 with a C or better OR by completing JMC 103 with a C or better. ACT verbal scores of 30 or better or SAT verbal scores of 650 or better may be used in place of the exam.
- No more than 4 hours of non-JMC electives may be completed in PEL.
- All SOJMC majors must complete 3 credit hours of internship. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.
  - Submit a complete internship application.
  - Secure approval of the employment or other work.
  - Get permission to enroll in JMC 490, 491 or 470.
- Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

● Area of Emphasis
◆ Major Requirement
■ College Requirement
● General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

AD/PR
PUBLIC RELATIONS

Careers in journalism and mass communications are increasingly multilayered as technology and new media outlets spur fresh job titles and responsibilities in social media, web management, multimedia, video production, and data analysis in addition to traditional positions. Majors in SOJMC are configured to reflect new realities of the industry, provide a foundation for all JMC fields that then fan into specializations. Students in public relations learn how to prepare media releases, publications, speeches, and create how to campaigns. This major is for students who are interested in managing and counseling companies and organizations and building and improving relationships.

YEAR ONE

FALL SEMESTER

CODE	COURSE NAME		HRS	GRADE
FYS 100	First Year Sem Crit Thinking	●	3	_____
JMC 101	Media Literacy	● ♦	3	_____
JMC 103	Language Use for Media	♦	1	_____
CMM 103	Fundamentals of Speech	●	3	_____
ENG 101	Beginning Composition	●	3	_____
_____	Core II Fine Arts	●	3	_____
UNI 100	Freshman First Class		1	_____
TOTAL HOURS			**17**	

Summer Term (optional):

SPRING SEMESTER

CODE	COURSE NAME		HRS	GRADE
_____	Core II Mathematics	●	3	_____
JMC 102	Media Toolbox	♦	3	_____
_____	Core I Critical Thinking	●	3	_____
_____	Core I Critical Thinking	●	3	_____
_____	Core II Social Science (M/I)	●	3	_____
TOTAL HOURS			**15**	

YEAR TWO

FALL SEMESTER

CODE	COURSE NAME		HRS	GRADE
JMC 330	AD/PR Principles and Ethics	♦	3	_____
JMC 241	Media Design	♦	3	_____
ENG 201	Advanced Composition	●	3	_____
_____	Any Modern Language	♦	3	_____
_____	Core II Physical/Natural Science	●	4	_____
TOTAL HOURS			**16**	

Summer Term (optional):

SPRING SEMESTER

CODE	COURSE NAME		HRS	GRADE
JMC 260	Digital Imaging for JMC	♦	3	_____
JMC 380	AD/PR & Continuity Writing	♦	3	_____
JMC 300	Reporting and News Writing	♦	3	_____
_____	Any Modern Language	♦	3	_____
_____	Writing Intensive	●	3	_____
TOTAL HOURS			**15**	

YEAR THREE

FALL SEMESTER

CODE	COURSE NAME		HRS	GRADE
JMC 383	Content Creation	♦	3	_____
JMC 408	Research and Analytics	♦	3	_____
JMC 437	Public Relations Planning	♦	3	_____
_____	Any Additional Business Course	♦	3	_____
_____	Literature Elective (WI)	● ♦	3	_____
TOTAL HOURS			**15**	

Summer Term (optional):

SPRING SEMESTER

CODE	COURSE NAME		HRS	GRADE
_____	JMC 300/400 Elective	♦	3	_____
_____	ANT 201 or SOC 200 or GEO 100	♦	3	_____
MKT 340	Principles of Marketing	♦	3	_____
_____	Multicultural	♦	3	_____
_____	Literature Elective	♦	3	_____
TOTAL HOURS			**15**	

JMC 490 recommended summer between semesters 6 & 7 (3 hours)

YEAR FOUR

FALL SEMESTER

CODE	COURSE NAME		HRS	GRADE
JMC 438	Public Relations Case Studies	♦	3	_____
JMC 345	Mass Communicat Laws and Ethics	♦	3	_____
JMC 361	Digital Presence	♦	3	_____
_____	International (not JMC 436)		3	_____
JMC490	Internship/Practicum (if not taken during summer)	♦	3	_____
TOTAL HOURS			**15**	

Summer Term (optional):

SPRING SEMESTER

CODE	COURSE NAME		HRS	GRADE
JMC 439	AD-PR Campaign Management	● ♦	3	_____
_____	History Elective	♦	3	_____
_____	Non-JMC Elective		3	_____
_____	Non-JMC Elective		3	_____
TOTAL HOURS			**12**	

♦ Area of Emphasis
♦ Major Requirement
■ College Requirement
● General Education Requirement

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.