

Public Relations Major

Beginning Fall 2014

Required to graduate:

124 minimum credit hours

44 maximum JMC credit hours

At 30 credits and beyond a cumulative and JMC

GPA of 2.25 must be maintained

80 non-JMC credits from those 48 hours must be Arts and Science credits

40 credits must be upper level (course numbered 100 or above)

All requirements for the Drake Curriculum must be met

Drake Curriculum

Choose AOI or Honors Track - See listing of both programs at: <http://www.drake.edu/dc/>

Area of Inquiry	Course	Term/Grade		Course	Term/Grade	Honors Track	Course	Term/Grade
First Year Seminar			Written Communication	JMC 054		15 credits of Honors courses		
Artistic Experience	JMC 059		+Life Science			Paths to Knowledge	HONR100	
Critical Thinking			+Physical Science			AOI - Science		
2 History Foundations			+ = only one lab required			AOI - Quantitative		
Information Literacy	JMC 030		Values and Ethics	JMC 104		AOI - Artistic Experience		
Global/Cultural Understanding			All non-JMC Honors and AOI courses can be counted as required non-JMC credit.			You must sign-up for the Honors Track		
Engaged Citizen	JMC 066							
Quantitative Literacy								

JMC Core Requirements 17 SJMC hours 6 Arts & Science hours	Term Offered	Pre-req restriction	Term/Grade	Major Course Requirement 18 SJMC hours 7 Arts & Science hours 6 Business hours	Term Offered	Pre-req restriction	Term/Grade
030 - Communication in Society	S,F			085-PR Principles	S,F	So+	
031 - Multimedia Lab 1 cr	S,F			123 - PR Writing	S,F	054,085	
040 - Pre-Professional Workshop 1 cr	S,F			144 - Case Studies Analysis	F	123	
054 - Reporting & Writing Principles	S,F			143 - PR Planning & Management	S	59 & 123	
059 - Introduction to Visual Communication	S,F			136 - PR Research	S,F	085 & 123	
066 - Media Responsibility Over Time	S,F	So+		146 - PR Campaign Strategy	S	40,123,143	
104 - Communication Law and Ethics	S,F	Jr+		JMC Elective			
Non-SJMC required				ECON 002 - Principles of Micro	S,F		
POLS 001 - American Political System	S,F			PSY 001 - Intro to Psychology/lab 4 cr	S,F		
Sociology Course - 3 credit hours	S,F			MKTG 101 - Marketing Principles	S,F	ECON 002	
				MGMT 110 - Organizational Behavior	S,F	Jr+	

Total SJMC credit hours = 35 - 44

Arts & Science = 13 credit hours

Business = 6 credit hours

Upper Level hours = 24

If you take more than 44 SJMC credits you will need more than 124 total credits

Area of Concentration Must be taken in a single department or unified area	Title:	Adviser Approval Signature:
9 Lower Level and 12 Upper Level hours required = 21 credit hours	Lower Level Coursework	Upper Level Coursework

Semester 1			Semester 2			Semester 3			Semester 4		
Upper Total			Upper Total			Upper Total			Upper Total		
JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other
Semester 5			Semester 6			Semester 7			Semester 8		
Upper Total			Upper Total			Upper Total			Upper Total		
JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other	JMC	A&S	Other

Date I last met with my advisor: