

# Public Relations Major

Beginning Fall 2015

- 124 minimum credit hours
- 44 maximum JMC credit hours
- 80 non-JMC credits; 48 of 80 must be Arts and Science credit
- 40 of 124 total must be numbered 100 or above
- Must maintain a cumulative and JMC GPA of 2.25 after earning 30 credits
- Must fulfill Drake Curriculum requirements

Date:
Name:
ID:
Graduation Date:
Advisor:

## 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								
Quantitative Literacy								

JMC Core Requirements 18 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 - Mass Media in a Global 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	
041 - Fin. Fundamentals for Com. Prof. 1cr	S,F			143 - PR Planning & Management	S	59 & 123	
054 - Reporting & Writing Principles				136 - PR Research	S,F	085 & 123	
055 - Digital Strategies	S,F			146 - PR Campaign Strategy	S	40,123,143	
059 - Introduction to Visual Communication	S,F			JMC Elective			
104 - Communication Law and Ethics	S,F	Jr+		ECON 002 - Principles of Micro	S,F		
<b>Non-SJMC required</b>				PSY 001 - Intro to Psychology/lab 4 cr	S,F		
POLS 001 - American Political System	S,F			MKTG 101 - Marketing Principles	S,F	ECON 002	
Sociology Course - 3 credit hours	S,F			MGMT 110 - Organizational Behavior	S,F	Jr+	

Total SJMC credit hours = 36 - 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:
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