PUBLIC RELATIONS | CORPORATE

Public Relations | Corporate is designed to prepare students for entry-level jobs in corporate public relations settings. They will be ready to work as technicians, such as producing social media strategies and tactics or effective multimedia news releases, as well as for career advancement as managers, such as formulating a communication plan for a new initiative or forecasting the reputational impact of an organizational decision or action. Excellent writing and critical thinking skills are essential.

About this Program

- **College:** Journalism and Communications (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/)
- **Degree:** Bachelor of Science in Public Relations (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/PR_BSPR/PR_BSPR/)
- **Specializations:** Corporate (p. 1) | Public Interest Communications (http://catalog.ufl.edu/UGRD/colleges-schools/UGJRC/PR_BSPR/PR_BSPR01/)
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Department of Public Relations provides exemplary leadership, education, and scholarship to advance public relations' unique role and responsibilities to foster organization-public relationships through effective communication and actions in support of a civil society and democratic ideals.

Website (https://www.jou.ufl.edu/current-students/current-undergraduate/current-academics/public-relations/)

CONTACT

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GAINESVILLE FL 32611-8400
Map (http://campusmap.ufl.edu/#/index/0030)

Curriculum

- Combination Degrees
- Media Production, Management, and Technology Minor
- Public Relations
- Public Relations Minor
- Public Relations UF Online

The Public Relations curriculum is one of the most in-depth curricula in the country, with a balance between skills and conceptual courses. The Department of Public Relations consistently ranks among the top public relations education programs in the United States, and it is among the largest programs in terms of the number of faculty and students, including one of the largest chapters of the Public Relations Student Society of America. The program is housed in a college accredited by the Accrediting Council for Education in Journalism and Mass Communication.

Graduates of the program are well-prepared for careers as public relations practitioners in businesses, public relations firms, government agencies and nonprofit organizations, nationally and internationally. Their education makes them attractive candidates for graduate degree programs (master's and Ph. D.) ranging from public relations to business and international relations.

Certificate in International Communication

Students may pursue a certificate in international communication, which is designed to prepare students for career advancement and development. Courses emphasize the impact of internationalization and globalization on communication across disciplines.

Coursework for the Major

Required Core Coursework

Code	Title	Credits
ENC 3252	Writing for Strategic Communication [1]	3
JOU 3101	Reporting [1]	3
MMC 1009	Introduction to Media and Communications [1]	1
MMC 2121	Writing Fundamentals for Communicators [1]	3
MMC 3203	Ethics and Problems in Mass Communications [1]	3
MMC 3420	Consumer and Audience Analytics [1]	3

MMC 4200	Law of Mass Communication [1]	3
PUR 3000	Principles of Public Relations [1]	3
PUR 3211	Diverse Voices [1]	1
PUR 3500	Public Relations Research [1]	3
PUR 4100	Public Relations Writing [1]	4
PUR 4800	Public Relations Campaigns [1]	3
VIC 3001	Sight, Sound and Motion [1]	3
Corporate Communication electives (select three):		9
PUR 4204	Corporate Communication Essentials [1]	
PUR 4220	Internal Communications [1]	
PUR 4400C	Crisis Communications	
PUR 4611	Corporate Reputation [1]	
PUR 4612	Integrated Communication [1]	
Professional electives		10
Total Credits		**55**

[1]   Minimum grade of C required.

EQUIPMENT REQUIREMENT

All public relations students are required to have a laptop computer. Laptops must be capable of running the Adobe Creative Cloud suite software. Students registered for VIC 3001, which is required of all public relations majors, must subscribe to, download, and install the Adobe Creative Cloud suite of software before class begins.

Other courses in the public relations curriculum require Microsoft Office software or equivalent, including spreadsheets and statistics software (e.g., Excel, SPSS) and presentation software (e.g., PowerPoint or Keynote).

Some software is available for free or at a steep student discount through UF Apps. Please inquire with UF Apps before making software purchases. More Info (http://info.apps.ufl.edu/)

Critical Tracking

Critical Tracking records each student's progress in courses that are required for entry to each major. Please note the critical-tracking requirements below on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (https://cpm.flvc.org/advance-search/) may be used for transfer students.

SEMESTER 1

- Complete 1 of 7 critical-tracking courses: MMC 1009, POS 2041 or PSY 2012, ENC 1102, ECO 2013, VIC 3001, STA 2023, PUR 3000
- 2.0 GPA on all work at all institutions

SEMESTER 2

- Complete 3 additional critical-tracking courses: MMC 1009, POS 2041 or PSY 2012, ENC 1102, ECO 2013, VIC 3001, STA 2023, PUR 3000
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 3

- Complete 1 additional critical-tracking course: MMC 1009, POS 2041 or PSY 2012, ENC 1102, ECO 2013, VIC 3001, STA 2023, PUR 3000
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 4

- Complete 1 additional critical-tracking course: MMC 1009, POS 2041 or PSY 2012, ENC 1102, ECO 2013, VIC 3001, STA 2023, PUR 3000
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 5

- Complete 1 additional critical-tracking course: MMC 1009, POS 2041 or PSY 2012, ENC 1102, ECO 2013, VIC 3001, STA 2023, PUR 3000
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 6

- Complete 3 critical-tracking courses: JOU 3101, PUR 3500, MMC 3203
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 7

- Complete 2 critical-tracking courses: PUR 4100, MMC 4200
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

SEMESTER 8

- Complete 1 critical-tracking course: PUR 4800
- 2.0 GPA required for all critical-tracking courses
- 2.0 GPA on all work at all institutions

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1		3
AMH 2020	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext))	3
Select one:		3
CPO 2001	Comparative Politics Introduction	
INR 2001	Introduction to International Relations	
POS 2112	American State and Local Government	
ENC 1101	Expository and Argumentative Writing (State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) [1]	3
MMC 1009	Introduction to Media and Communications (**Critical Tracking**) [1]	1
State Core Gen Ed Mathematics, pure math (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) [1]		3
	Credits	**16**
Semester Two		
ECO 2013	Principles of Macroeconomics (**Critical Tracking**; Gen Ed Social and Behavioral Sciences) [1]	4
ENC 1102	Argument and Persuasion (**Critical Tracking**; Gen Ed Composition) [1]	3
Select one:		3
PSY 2012	General Psychology (Gen Ed Social and Behavioral Sciences; **Critical Tracking**)	
POS 2041	American Federal Government (**Critical Tracking**)	
Select one:		3
THE 2000	Theatre Appreciation (State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) [1]	
ARH 2000	Art Appreciation: American Diversity and Global Arts (State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)) [1]	
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext) [1]		3
	Credits	**16**
Semester Three		
Quest 2		3

MUL 2010	Experiencing Music (Gen Ed Humanities with International) [1]	3
STA 2023	Introduction to Statistics 1 (**Critical Tracking**; Gen Ed Mathematics) [1]	3
VIC 3001	Sight, Sound and Motion (**Critical Tracking**) [1]	3
Select one:		3
Foreign language [1]		
Quantitative option		
	Credits	**15**
Semester Four		
ENC 3252	Writing for Strategic Communication [1]	3
MMC 2121	Writing Fundamentals for Communicators [1]	3
PUR 3000	Principles of Public Relations (**Critical Tracking**) [1]	3
Select one:		3
Foreign language [1]		
Quantitative option		
Gen Ed Humanities [1]		3
	Credits	**15**
Semester Five		
MMC 3203	Ethics and Problems in Mass Communications (**Critical Tracking**) [1]	3
MMC 3420	Consumer and Audience Analytics [1]	3
MMC 4200	Law of Mass Communication (**Critical Tracking**) [1]	3
PUR 3211	Diverse Voices [1]	1
Select one:		3
SPC 2608	Introduction to Public Speaking	
ORI 2000	Oral Performance of Literature 1 [1]	
Gen Ed Biological or Physical Sciences		3
	Credits	**16**
Semester Six		
JOU 3101	Reporting (**Critical Tracking**) [1]	3
PUR 3500	Public Relations Research (**Critical Tracking**) [1]	3
Corporate Communications elective [1]		3
Electives (outside college)		4
	Credits	**13**
Semester Seven		
PUR 4100	Public Relations Writing (**Critical Tracking**) [1]	4
Professional Electives		4
Corporate Communications elective [1]		3
Elective (outside college)		3
	Credits	**14**
Semester Eight		
PUR 4800	Public Relations Campaigns (**Critical Tracking**) [1]	3
Professional Electives		6
Corporate Communications elective [1]		3
Elective (outside college)		3
	Credits	**15**
	Total Credits	**120**

[1]   Minimum grade of C required.

For semesters 7-8, students must complete two professional courses.

Academic Learning Compact

The major in Public Relations enables students to develop the knowledge and skills, including analytical and communication skills, necessary for the effective practice of Public Relations. Students will learn Public Relations principles, perspectives for understanding and communicating with targeted and diverse publics and a systematic process for problem solving that emphasizes programming based on formative and evaluative research. Special attention is paid to writing skills and students will acquire the ability to write correctly and clearly in forms and styles appropriate for Public Relations practice. They will learn to use tools and relevant technologies, including new media, and students will also develop an understanding of ethical principles, including the importance of truth and accuracy, which guide Public Relations practice.

Before Graduating Students Must

- Achieve a passing score of 70% or higher on a major individual project (e.g., media kit) developed in PUR 4100 and evaluated by the class instructor.
- Achieve a passing score of 70% or higher on a comprehensive campaign plan for an organizational client, developed in the major's capstone course, PUR 4800, and evaluated by the class instructor.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn To

Student Learning Outcomes | SLOs

Content

1. Correctly identify trends, concepts, and theories relevant to effective public relations practice.

Critical Thinking

2. Formulate accurate insights from research.
3. Creatively and independently analyze public relations problems.

Communication

4. Work effectively in teams to solve public relations problems.
5. Orally present ideas and recommendations clearly and effectively.
6. Write correctly and clearly in forms and styles appropriate for public relations.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
JOU 3101						I
SPC 2608 or ORI 2000					I	
PUR 3000	I	I	I	I		R
PUR 3500	R	R	R	R	R	R
ENC 3254						R
PUR 4100	R	R	R	R	R	R
VIC 3001	R					
PUR 4800	A	A	A	A	A	A

ASSESSMENT TYPES

- Projects
- Exams
- Presentations