

# Curriculum in Public Relations

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Students must apply for admission to the PRCM major. Before applying, students must 1) Have a minimum of a 2.3 GPA in ENGL 1120 and a Core Social Science course\*; 2) Complete ENGL 1120, CMJN 2100, and a Core Social Science course\* with a C or better; 3) Successfully pass JRNL 1AA0 or JRNL 1100 with a “B” or better; 4) Complete PRCM 2400 with a “C” or better; 5) Successfully complete 30 hours of degree-applicable course credits (including AP and proficiency credits; and 6) Write a 300-word essay explaining how the applicant expects to contribute to the field of Public Relations and his/her career goals. See the School adviser or the associate director for Public Relations for further information. Students who transfer to Auburn University must apply to the PRCM major and complete one semester at Auburn University before applying for admission. Transfer students are required to take a minimum of 24 hours in the AU PRCM program.

\* May not use a History course to fulfill the Core Social Science requirement

## Freshman

Fall	Hours	Spring	Hours
ENGL 1100 English Composition I		3 ENGL 1120 English Composition II	3
Core History		3 Core Social Science	3
Foreign Language I (College Core)		4 Foreign Language II (College Core)	4
Core Mathematics		3 Core Humanities	3
COMM 1000 Public Speaking		3 Core History	3
		JRNL 1AA0 Journalism Fundamentals Entrance Exam <sup>1</sup>	0
	16		16

## Sophomore

Fall	Hours	Spring	Hours
Core Literature		3 Core Science II	4
Core Science I		4 ECON 2020 Principles of Microeconomics	3
Course from Group 2 <sup>1</sup>		3 LBAR 2010 Liberal Arts Careers Preparation (College Core)	2
CMJN 2100 Concepts in Communications and Journalism		3 JRNL 2210 Newswriting	3
PRCM 2400 Foundations of Public Relations		3 PRCM 2500 Public Relations Case Studies & Ethics	3
	16		15

## Junior

Fall	Hours	Spring	Hours
PRCM 3000 Multimedia Writing for Public Relations		3 PRCM 3260 Strategic Communication in Public Relations	3
Course from Group 2 <sup>2</sup>		6 PRCM 4020 Digital Style and Design in Public Relations Messages	3
Supporting Course Work <sup>3</sup>		3 Course from Group 1 <sup>2</sup>	3
Core Fine Arts		3 Course from Group 2 <sup>2</sup>	3
		Supporting Course Work <sup>3</sup>	3
	15		15

**Senior**

<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
PRCM 4400 Public Relations Research <sup>1</sup>		3 PRCM 4500 Public Relations Campaigns	3
Course From Group 2 <sup>2</sup>		3 PRCM 4920 Internship	3
Elective (2)		6 UNIV 4AA0 Creed to Succeed	0
Supporting Course Work <sup>3</sup>		3 Supporting Course Work <sup>3</sup>	3
		Elective	3
		15	12

Total Hours: 120

- <sup>1</sup> If students do not pass JRNL 1AA0 Journalism Fundamentals Entrance Exam, they must take JRNL 1100 Journalism Fundamentals as a Group 2 course. If students pass JRNL 1AA0, choose an additional course from Group 2.
- <sup>2</sup> Students should meet with their advisors about appropriate courses from Groups 1 and 2.
- <sup>3</sup> Students should meet with their advisors to identify Supporting Courses.