

Public Relations (PRCM)

Students must apply for admission to the PRCM major.

- Complete CMJN 2100 with a C or better.
- Students must complete their foundations class.
 - Students who began Auburn Fall 2023 or later must complete PRCM 1000 with a “C” or better.
 - Students enrolled at Auburn prior to Fall 2023 must complete JRNL 1AA0 or JRNL 1100 with a “B” or better, or PRCM 1000 with a “C” or better.
- Complete PRCM 2400 with a “C” or better.
- Successfully complete 30 hours of degree-applicable course credits (including transfer, AP, and proficiency credits) and be a student in good standing at the time of the application.
- In a well written 300-word essay, explain how you expect to contribute to the field of Public Relations and your specific career goals.
- Students who transfer to Auburn University may apply to the PRCM major but must complete at least one semester at Auburn University before admission.

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 PRCM 1000	3
COMM 1000 Public Speaking		3 Core History	3
	16		16

Sophomore

Fall	Hours	Spring	Hours
Core Literature		3 Core Science II	4
Core Science I		4 LBAR 2010 Liberal Arts Careers Preparation (College Core)	2
CMJN 2100 Concepts in Communications and Journalism		3 Core Social Science	3
Humanities		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 ¹		6 PRCM 4020 Digital Style and Design in Public Relations Messages	3
Supporting Course Work ²		3 Course from Group 1 ¹	3
Core Fine Arts		3 Course from Group 2 ¹	3
		Supporting Course Work ²	3
	15		15

Senior

Fall	Hours	Spring	Hours
PRCM 4400 Public Relations Research		3 PRCM 4500 Public Relations Campaigns	3
Course From Group 2 ¹		3 PRCM 4920 Internship	3
Elective (2)		6 UNIV 4AA0 Achieve the Creed	0
Supporting Course Work ²		3 Supporting Course Work ²	3
		Elective	3
		15	12

Total Hours: 120

¹ Students should meet with their advisors about appropriate courses from Groups 1 and 2.

² Students should meet with their advisors to identify Supporting Courses.