Bachelor of Science in Public Relations, Advertising and Applied Communication

NAME: ___________________________________________________________________________________  PANTHER ID #: ____________________

Undergrad Reqs* = 2.85 cumulative GPA (including all transfer and FIU), PUR 1951

GL = GLOBAL LEARNING COURSE

2.75 minimum GPA is a graduation requirement for CORE/MAJOR SPECIFIC/TRACK COURSE/AOC sections below.

A grade of “C” or better is required in all courses listed below.

<table>
<thead>
<tr>
<th>CORE REQUIREMENTS (15 CREDITS)</th>
<th>Credit</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>PUR 1951</td>
<td>PRAAC ORIENTATION</td>
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</tr>
<tr>
<td>COM 3714</td>
<td>FUNDAMENTALS OF WRITTEN AND VISUAL COMMUNICATION</td>
<td>3</td>
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<tr>
<td>MMC 3303</td>
<td>GLOBAL MEDIA AND SOCIETY – GL</td>
<td>3</td>
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</tr>
<tr>
<td>MMC 4200</td>
<td>MASS COMMUNICATION LAW AND ETHICS</td>
<td>3</td>
<td></td>
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<tr>
<td>VIC 3400</td>
<td>VISUAL DESIGN FOR GLOBALIZED MEDIA – GL</td>
<td>3</td>
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<tr>
<td>IDS 3309</td>
<td>HOW WE KNOW WHAT WE KNOW (Prereq: ENC 1101 &amp; ENC 1102)</td>
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<tr>
<th>MAJOR SPECIFIC REQUIREMENTS (21 CREDITS)</th>
<th>Credit</th>
<th>Semester Completed</th>
<th>Grade</th>
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<tbody>
<tr>
<td>ADV 3008</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>3</td>
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<tr>
<td>PUR 3000</td>
<td>PRINCIPLES OF PUBLIC RELATIONS</td>
<td>3</td>
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<tr>
<td>COM 3520</td>
<td>DESIGNING COMMUNICATION STRATEGIES</td>
<td>3</td>
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<tr>
<td>ADV 4323</td>
<td>STRATEGIC BRANDING AND SOCIAL MEDIA</td>
<td>3</td>
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<tr>
<td>COM 4310</td>
<td>COMMUNICATION RESEARCH METHODS</td>
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<td>PUR 4100</td>
<td>WRITING FOR PUBLIC RELATIONS (Prereq: PUR 1951, MMC 3303,COM 3714, IDS 3309,MMC 4200,VIC 3400,PUR 3000 OR ADV 3008)</td>
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<tr>
<td>PUR 4101</td>
<td>DIGITAL EDITING AND DESIGN (Prereq: PUR 1951, MMC 3303,COM 3714, IDS 3309,MMC 4200,VIC 3400,PUR 3000 OR ADV 3008)</td>
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<td>COM 4958</td>
<td>SENIOR CAPSTONE: INTEGRATED CAMPAIGNS (Prereq: Core Reqs, Major specific Reqs, Undergrad Reqs*, PUR 4101, 102 earned credits)</td>
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SPECIALIZATION COURSES (12 CREDITS)

Please select 4 courses from the list below. Please check course catalog for possible prerequisites.

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<tr>
<th>ADV 3008</th>
<th>ADV 3200</th>
<th>ADV 4101</th>
<th>ADV 4201</th>
<th>ADV 4300</th>
<th>ADV 4322</th>
<th>ADV 4411</th>
<th>ADV 4601</th>
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<tr>
<td>ADV 4711</td>
<td>ADV 4800</td>
<td>COM 3110</td>
<td>COM 3230</td>
<td>COM 3471</td>
<td>COM 4022</td>
<td>COM 4361</td>
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<td>COM 4462</td>
<td>COM 4930</td>
<td>COM 4940</td>
<td>DIG 4800</td>
<td>MMC 4302</td>
<td>MMC 4631</td>
<td>PGY 4611C</td>
<td>PUR 3000</td>
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<tr>
<td>PUR 4106</td>
<td>PUR 4108</td>
<td>PUR 4940</td>
<td>RTV 3531</td>
<td>SPC 3210</td>
<td>SPC 3540</td>
<td>SPC 4445</td>
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Prefix | Course No. | Credit | Semester Completed | Grade |
|--------|------------|--------|---------------------|-------|

A grade of “C” or better is required in all courses listed below.

AREA OF CONCENTRATION (12 CREDITS)

Please check course catalog and Panther Degree Audit for suggested areas and courses. Students may design their own Area of Concentration.

SUBJECT/AREA:

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**Specialization Electives:**

**ADV 3008** Principles of Advertising  
**ADV 3200** Creative Concepts  
**ADV 4101** Advanced Creative Design & Copywriting  
**ADV 4201** Advertising and Society  
**ADV 4300** Media Planning  
**ADV 4322** Mobile Advertising  
**ADV 4411** Multicultural Marketing Communication  
**ADV 4601** Account Planning  
**ADV 4711** Portfolio Workshop  
**ADV 4800** Advanced BOLD Practicum  
**COM 3110** Business and Professional Communication  
**COM 3230** Crisis Communication  
**COM 3471** Social Media’s Impact on Communication  
**COM 4022** Health Communication  
**COM 4631** Publishing for Applied Communication  
**COM 4430** International Business Communication  
**COM 4462** Conflict Management  
**COM 4930** Special Topics or Study Abroad  
**COM 4940** Communication Internship  
**DIG 4800** Digital Theories  
**MMC 4302** Social Media and Globalization  
**MMC 4631** Audience Analysis  
**PGY 4611C** Digital Photography & Social Media  
**PUR 3000** Principles of Public Relations  
**PUR 4106** Advanced PR Writing  
**PUR 4108** Strategic Presentation of Data  
**PUR 4940** BOLD Agency Practicum  
**RTV 3531** Multimedia Production  
**SPC 3210** Communication Theory  
**SPC 3540** Persuasion  
**SPC 4445** Communication for Effective Leadership

**Advertising Creative:**

ADV 3008 Principles of Advertising  
ADV 3200 Creative Concepts  
ADV 4101 Advanced Concepts in Creative Design and Copywriting  
ADV 4711 Portfolio Workshop  
ADV 4602 Account Planning  
ADV 4940 BOLD Practicum  
IDS 3917 Apps, Arts and Issues

**Advertising Management:**

ADV 3008 Principles of Advertising  
ADV 3200 Creative Concepts  
ADV 4300 Media Planning  
ADV 4411 Multicultural Marketing Communication  
ADV 4602 Account Planning  
ADV 4940 Bold Practicum  
SPC 4445 Communication for Effective Leadership
**Public Relations:**
- PUR 3000 Principles of Public Relations
- PUR 4106 Advanced PR Writing
- COM 3110 Business and Professional Communication
- PUR 4108 Strategic Presentation of Data
- SPC 4445 Communication for Effective Leadership
- PUR 4940 BOLD Practicum
- ADV 4411 Multicultural Marketing Communication
- COM 4361 Publishing for Applied Communication
- COM 3230 Crisis Communication

**Strategic / Social Media:**
- MMC 4631 Audience Analysis
- ADV 4602 Account Planning
- ADV 3200 Creative Concepts
- MMC 4631 Audience Analysis
- PGY 4611 Digital Photography and Social Media
- PUR 4108 Strategic Presentation of Data

**Preparation for Graduate Studies in Social Sciences:**
- SPC 3210 Communication Theory
- DIG 4800 Digital Theories
- MMC 4302 Social Media and Globalization
- ADV 4201 Advertising and Society
- COM 3471 Social Media’s Impact on Communication
- MMC 4631 Audience Analysis
- PUR 4108 Strategic Presentation of Data
- COM 4022 Health Communication
- SPC 3540 Persuasion

**Organizational/Internal Communication:**
- PUR 3000 Principles of Public Relations
- PUR 4108 Strategic Presentation of Data
- COM 3110 Business and Professional Communication
- SPC 4445 Communication for Effective Leadership
- COM 4361 Publishing for Applied Communication
- COM 3230 Crisis Communication
- COM 4462 Conflict Management
- COM 3120 Organizational Communication