

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.

CORE REQUIREMENTS (15 CREDITS)			Credit	Semester Completed	Grade
PUR	1951	PRAAC ORIENTATION	0		
COM	3714	FUNDAMENTALS OF WRITTEN AND VISUAL COMMUNICATION	3		
MMC	3303	GLOBAL MEDIA AND SOCIETY – GL	3		
MMC	4200	MASS COMMUNICATION LAW AND ETHICS	3		
VIC	3400	VISUAL DESIGN FOR GLOBALIZED MEDIA – GL	3		
IDS	3309	HOW WE KNOW WHAT WE KNOW (Prereq: ENC 1101 & ENC 1102)	3		

MAJOR SPECIFIC REQUIREMENTS (21 CREDITS)			Credit	Semester Completed	Grade
ADV	3008	PRINCIPLES OF ADVERTISING OR	3		
PUR	3000	PRINCIPLES OF PUBLIC RELATIONS			
COM	3520	DESIGNING COMMUNICATION STRATEGIES	3		
ADV	4323	STRATEGIC BRANDING AND SOCIAL MEDIA	3		
COM	4310	COMMUNICATION RESEARCH METHODS	3		
PUR	4100	WRITING FOR PUBLIC RELATIONS (Prereq: PUR 1951, MMC 3303, COM 3714, IDS 3309, MMC 4200, VIC 3400, PUR 3000 OR ADV 3008))	3		
PUR	4101	DIGITAL EDITING AND DESIGN (Prereq: PUR 1951, MMC 3303, COM 3714, IDS 3309, MMC 4200, VIC 3400, PUR 3000 OR ADV 3008)	3		
COM	4958	SENIOR CAPSTONE: INTEGRATED CAMPAIGNS (Prereq: Core Reqs, Major specific Reqs, Undergrad Reqs*, PUR 4101, 102 earned credits)	3		

SPECIALIZATION COURSES (12 CREDITS)

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

ADV 3008	ADV 3200	ADV 4101	ADV 4201	ADV 4300	ADV 4322	ADV 4411	ADV 4601
ADV 4711	ADV 4800	COM 3110	COM 3230	COM 3471	COM 4022	COM 4361	COM 4430
COM 4462	COM 4930	COM 4940	DIG 4800	MMC 4302	MMC 4631	PGY 4611C	PUR 3000
PUR 4106	PUR 4108	PUR 4940	RTV 3531	SPC 3210	SPC 3540	SPC 4445	

Prefix	Course No.		Credit	Semester Completed	Grade
			3		
			3		
			3		
			3		

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

AREA OF CONCENTRATION (12 CREDITS)			Credit	Semester Completed	Grade
Please check course catalog and Panther Degree Audit for suggested areas and courses. Students may design their own Area of Concentration.					

SUBJECT/AREA:

			3		
			3		
			3		
			3		

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