
















PUBLIC RELATIONS, EMPHASIS



 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Course Requirements


Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
	Critical Thinking	3
	Critical Thinking	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201  	Advanced Composition	3
CMM 103  	Fund Speech-Communication	3
	Core II Mathematics	3
	Core II Natural/Physical Science	4
	Core II Humanities	3
	Core II Social Science	3
	Core II Fine Arts	3
<i>Additional University Requirements</i>		
	Writing Intensive	3
	Writing Intensive	3
	International or Multicultural	3
JMC 439 	AD-PR Campaign Management (Capstone)	3
Major Requirements		
	Modern Language	3
	Modern Language	3
	Select one of the following Cultural courses:	3
ANT 201 	Cultural Anthropology (CT)	
SOC 200 	Introductory Sociology (CT)	
GEO 100 	Intro to Human Geography (CT)	
	Muticultural	3
	International ¹	3
	History Elective (M/I)	3
	Literature Elective	3
	Literature Elective	3
JMC 101  	Media Literacy	3
JMC 102 	Media Toolbox	3
JMC 103	Language Use for Media	1
JMC 241	Media Design	3


JMC 260	Digital Imaging for JMC	3
JMC 345	Mass Comm Law and Ethics	3
JMC 361	Digital Presence	3
JMC 470/490	Professional Practicum (Internship)	1-4
Area of Emphasis-Specific		
JMC 330 	AD-PR Principles and Ethics	3
JMC 380	AD-PR and Continuity Writing	3
JMC 383	Content Creation	3
JMC 408	Research Analytics	3
JMC 439 	AD-PR Campaign Management	3
JMC Elective 300/400		3
JMC 300	Reporting and News Writing	3
JMC 437	Public Relations Planning	3
JMC 438	Public Relations Case Studies	3
	Any other business course	3
MKT 340	MKT Concepts and Applications	3
	Non-JMC elective	3
	Non-JMC elective	3
	Non-JMC elective	2

¹ Not JMC 436 International Mass Comm

Major Information

- All journalism and mass communications majors must pass a language proficiency exam before admission to any JMC courses at the 300/400 level. The language proficiency requirement may also be met by completing JMC 100 Fund Jrn Writing & Edit with a C or better **or** by completing JMC 103 Language Use for Media with a C or better. ACT verbal scores of 30 or better or SAT verbal scores of 650 or better may be used in place of the exam.
- No more than 4 hours of non-JMC electives may be completed in PEL.
- All SOJMC majors must complete 3 credit hours of internship. Ideally, internships should be completed during the summer between the junior and senior years. To ensure your work is properly credited, you must work through the internship director.
 - Submit a complete internship application.
 - Secure approval of the employment or other work.
 - Get permission to enroll in JMC 490 Jrn & Mass Comm Internship I, JMC 491 Jrn & Mass Comm Intern II or JMC 470 Professional Practicum.
 - Maintain weekly contact, attend scheduled meetings and submit a final report and a portfolio.

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Semester Plan


Careers in journalism and mass communications are increasingly multilayered as technology and new media outlets spur fresh job titles and responsibilities in social media, web management, multimedia, video production, and data analysis in addition to traditional positions. Majors in SOJMC are configured to reflect new realities of the industry, provide a foundation for all JMC fields that then fan into

specializations. Students in public relations learn how to prepare media releases, publications, speeches, and create how to campaigns. This major is for students who are interested in managing and counseling companies and organizations and building and improving relationships.

First Year



First Semester		Credit Hours
FYS 100	First Yr Sem Critical Thinking	3
JMC 101	 Media Literacy	3
JMC 103	Language Use for Media	1
CMM 103	 Fund Speech-Communication	3
ENG 101	 Beginning Composition	3
Core II Fine Arts		3
UNI 100	Freshman First Class	1
Credit Hours		17

Second Semester

Core II Mathematics		3
JMC 102	 Media Toolbox	3
Core I Critical Thinking		3
Core I Critical Thinking		3
Core II Social Science (M/I)		3
Credit Hours		15

Second Year

First Semester

JMC 330	 AD-PR Principles and Ethics	3
JMC 241	Media Design	3
ENG 201	 Advanced Composition	3
Any Modern Language		3
Core II Physical/Natural Science		4
Credit Hours		16

Second Semester



JMC 260	Digital Imaging for JMC	3
JMC 380	AD-PR and Continuity Writing	3
JMC 300	Reporting and News Writing	3
Any Modern Language		3
Writing Intensive		3
Credit Hours		15


Third Year

First Semester

JMC 383	Content Creation	3
JMC 408	Research Analytics	3
JMC 437	Public Relations Planning	3
Any Additional Business Course		3
Literature Elective (WI)		3
Credit Hours		15

Second Semester

JMC Elective 300/400		3
Select one of the following:		3
ANT 201	 Cultural Anthropology (CT)	
SOC 200	 Introductory Sociology (CT)	

GEO 100  Intro to Human Geography (CT)


MKT 340	MKT Concepts and Applications	3
Multicultural		3
Literature Elective		3
Credit Hours		15

Fourth Year

First Semester

JMC 438	Public Relations Case Studies	3
JMC 345	Mass Comm Law and Ethics	3
JMC 361	Digital Presence	3
International ¹		3
JMC 490	Jrn & Mass Comm Internship I (if not taken during summer) ²	3
Credit Hours		15

Second Semester

JMC 439	 AD-PR Campaign Management	3
History Elective		3
Non-JMC Elective		3
Non-JMC Elective		3
Credit Hours		12
Total Credit Hours		120

¹ Not JMC 436 International Mass Comm

² JMC 490 Jrn & Mass Comm Internship I recommended summer between semesters 6 & 7 (3 hours).