













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.