Public Relations Journalism Major

NAME:

ADVISER'S NAME:

EMAIL:

PHONE:

GRADE REQUIREMENTS

All major and minor courses must be completed with a grade of C- or better.

CORE REQUIREMENTS

- ☐ PRL 221 Public Relations Practice Areas
- ☐ PRL 222 Social Media Strategy and Tactics
- ☐ PRL 333 Public Relations Writing
- ☐ PRL 334 Learning Engagement with Public Relations Professionals
- ☐ PRL 375 Public Relations Research
- ☐ PRL 480 Strategic Communications Campaigns
- ☐ PRL 498 Portfolio Development Seminar
- ☐ PRL 499 Senior Competency Seminar

OPTIONAL COURSE

- ☐ PRL 303 Sports Information and Public Relations

RELATED FIELD REQUIREMENTS

Students are required to choose ONE of the following options:

Related Field Option – Twelve credit hours from one academic field outside of public relations. Cross-listed courses with PRL courses, such as PRL/MMJ Publication Design, cannot count toward a related field.

Minor Option – A minor in an academic field outside of public relations. Students must meet the requirements of the department offering the minor. Courses cross-listed with PRL, such as PRL/MMJ 180 Publication Design, cannot count toward a minor.

Double Major Option – A second major at Franklin College. Students must meet all requirements for the second major AND the public relations major. Courses cross-listed with PRL, such as PRL/MMJ 180 Publication Design, cannot count toward a second major.

PROFESSIONAL DEVELOPMENT

- ☐ PRL 120 Ethics and Professional Development
- ☐ SNT 489 PRL Senior Year Internship

MEDIA SKILLS AND KNOWLEDGE REQUIREMENTS

- ☐ PRL 180 Publications Design
- ☐ PRL 190 Digital Photography
- ☐ PRL 195 Digital Media Production I
- ☐ PRL 445 Communication Law in a Digital World

ACTIVITY CREDITS

All PRL majors must participate and earn credit for at least THREE multimedia journalism activity experiences such as:

- ☐ MMJ 001 Student Media
- ☐ MMJ 002 Statehouse File
- ☐ MMJ 005 TV News
- ☐ MMJ 007 Media Manager

LIBERAL ARTS (LA) CORE

- ☐ FYS First Year Seminar
- ☐ IMM XXX (ON CAMPUS)
- ☐ IMM XXX (OFF CAMPUS)
- ☐ LA 101 Read & Write Critically
- ☐ LA 102 Past & Present
- ☐ LA 103 (Math/Computer)
- ☐ LA 111 Public Speaking
- ☐ LA 201 Analyzing Literature

Exploratory Courses

Creative Arts

- ☐ PRL 190 Digital Photography

Civil Learning

- ☐ PRL 445 Communication Law in a Digital World
- ☐ International
- ☐ Scientific Thinking
- ☐ Reasoning and Values
- ☐ Human Behavior

Foreign Language

- ☐ SPA 110 OR ☐ FRE 110
- ☐ SPA 111 OR ☐ FRE 111

PUBLIC RELATIONS MINORS

Except for Multimedia Journalism and Sports Communication majors

Core Requirements

- ☐ PRL 180 Publication Design
- ☐ PRL 190 Digital Photography
- ☐ PRL 195 Digital Media Production I
- ☐ PRL 221 Public Relations Practice Areas
- ☐ PRL 334 Learning Engagement with Public Relations Professionals
- ☐ PRL 445 Communication Law in a Digital World

For Multimedia Journalism and Sports Communication majors

Core Requirements

- ☐ PRL 221 Public Relations Practice Areas
- ☐ PRL 222 Social Media Strategy and Tactics
- ☐ PRL 333 Public Relations Writing
- ☐ PRL 334 Learning Engagement with Public Relations Professionals
- ☐ BUS 101 Introduction to the Business Mindset
- ☐ SOC 230 Introduction to Nonprofits

FRANKLIN COLLEGE