### UNIVERSITY CORE REQUIREMENTS (41)

<table>
<thead>
<tr>
<th>Course</th>
<th>Area</th>
<th>SLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1100 English Composition I (3)</td>
<td>I</td>
<td>SLO 6</td>
</tr>
<tr>
<td>ENGL 1120 English Composition II (3)</td>
<td>I</td>
<td>SLO 1</td>
</tr>
<tr>
<td>Core Literature (3)</td>
<td>II</td>
<td>SLO 2, 3, 11</td>
</tr>
<tr>
<td>Core History (3)</td>
<td>IV</td>
<td>SLO 8, SLO 9</td>
</tr>
<tr>
<td>Core History (3) (to complete sequence requirement)</td>
<td>IV</td>
<td>SLO 8, SLO 9</td>
</tr>
<tr>
<td>COMM 1000 (3)</td>
<td>II</td>
<td>SLO 7</td>
</tr>
<tr>
<td>Core Humanities (3) ***</td>
<td>II</td>
<td>Various</td>
</tr>
<tr>
<td>Core Fine Arts (3)</td>
<td>II</td>
<td>SLO 11</td>
</tr>
<tr>
<td>ECON 2020 Principles of Microeconomics (3)</td>
<td>IV</td>
<td>SLO 8</td>
</tr>
<tr>
<td>Core Social Science (3)</td>
<td>IV</td>
<td>SLO 8 or 9</td>
</tr>
<tr>
<td>Core Math (3)</td>
<td>III</td>
<td>SLO 4, SLO 5</td>
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<tr>
<td>Core Science (4) (to complete sequence requirement)</td>
<td>III</td>
<td>SLO 10</td>
</tr>
</tbody>
</table>

### MAJOR (39)

Must apply for admission to the Program after 30 core hours.

- **Department Core**: Required of all CMJN majors (3 hrs)
  - CMJN 2100 Concepts in Communication & Journalism (3) (prerequisite for PRCM 3040)

**Required**: Must take all courses listed below (27 hrs)

- PRCM 3040 Foundation of Public Relations (3)
- PRCM 3050 Case Studies & Ethics in PR (3) (prerequisite for PRCM 4090)
- PRCM 4080 Writing for Public Relations (3) (prerequisite for PRCM 4090)
- PRCM 4510 Survey Research Methods (3) (prerequisite for PRCM 4090)
- PRCM 4020 Style & Design in PR Messages (3)
- PRCM 4090 PR Campaigns (3)
- PRCM 4920 Internship (3)
- JRNL 1100 Journalism Fundamentals (3)
- JRNL 2210 Newswriting (3)
- **Group 1**: Select 1 of the following writing courses (3 hrs)
  - JRNL 2310, 3220, MDIA(RTVF) 3350, 3380
- **Group 2**: Select 1 of the following diversity courses (3 hrs)
  - COMM 3450, PRCM 3080, MDIA(RTVF) 4240, 4280, 4370
- **Group 3**: Select 1 of the following courses (3 hrs)
  - CMJN 3550, 4000; COMM 2480, 2910, 3100, 3110, 3200, 3560, 3600, 3700, 3970; JRNL 3410, 3470, 3510, 4320, 4410, 4460, 4940, 4970; PRCM 3090, 3260, 3270, 4970; MDIA(RTVF) 2350, 2370, 2420(was 3420), 2800, 3210, 3300, 3580, 4210, 4320, 4340, 4350

### COLLEGE CORE REQUIREMENTS (8)

- Foreign Language (4)
- Foreign Language (4)

### SUPPORTING COURSEWORK (12)

- ACCT 2700 Business Law (required) (3)

Select 3 of the following courses (9 hrs):

- ACCT 2810, FINC 3810, MNGT 3100/07 or 3810, 3460; JRBM 3420, 4430; MKTG 3300/17, 3410, 4050, 4320, 4330, 4350, 4370, 4380, 4390, 4400, 4500, 4600, 4700, 4970

### ELECTIVES (20)

TOTAL HOURS REQUIRED = 120 (Maximum of 60 hours may be transferred from Junior College).

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If Literature requirement was completed prior to Fall 2013, Core Humanities must cover SLO 3

Articulation:

- Area I - Composition I & II - 6 Semester Hours
- Area II - Humanities & Fine Arts - 12 Semester Hours
- Area III - Natural Science & Mathematics - 11 Semester Hours
- Area IV - History, Social Science, Behavioral Science - 12 Semester Hours

Students who transfer to Auburn University's PRCM major are required to take a minimum of 21 credit hours in the AU program.