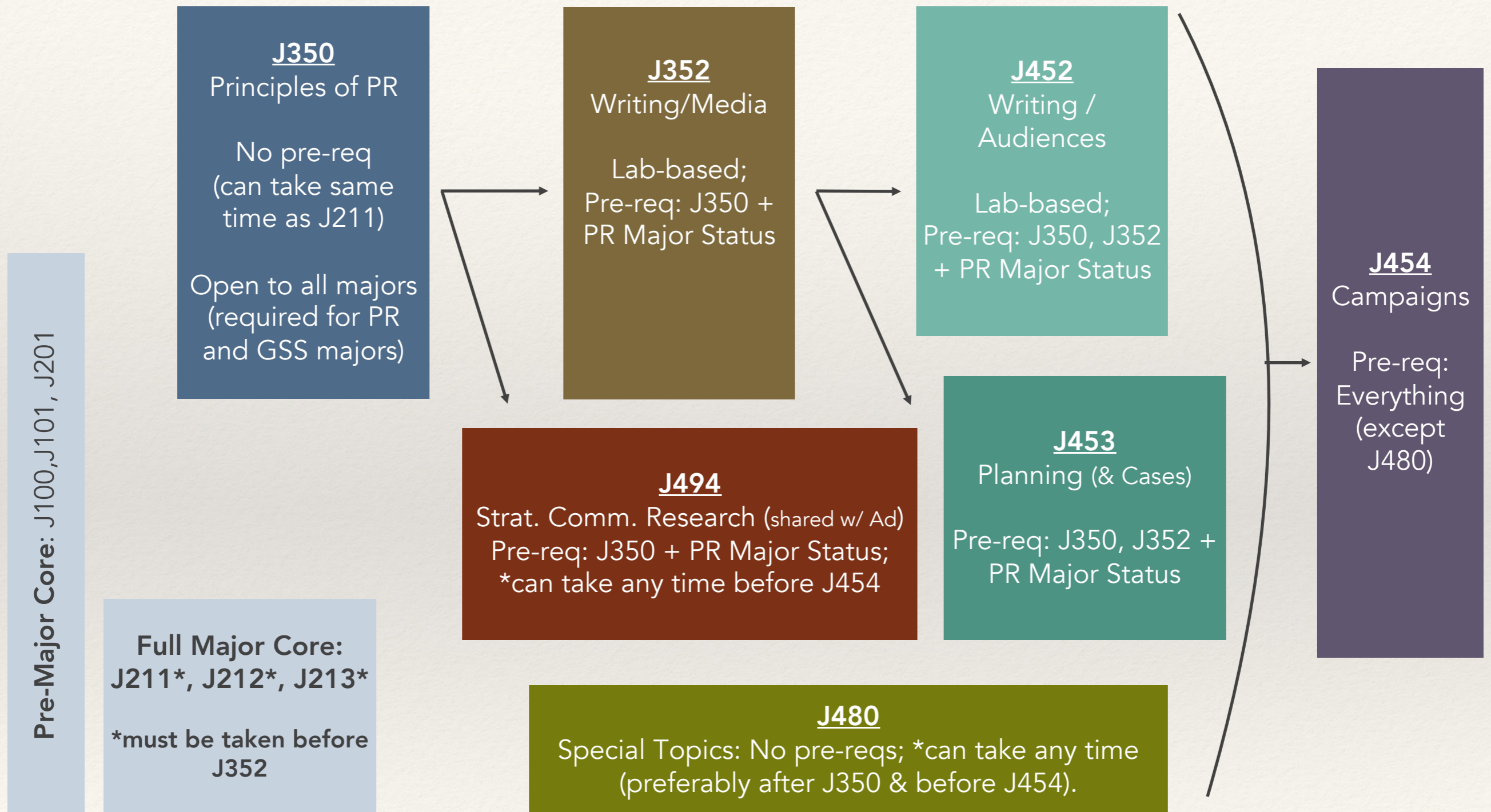


PR Sequence: Curriculum Map

(for majors who declared in fall 2018 or later)



PR curriculum breakdown

Course Number & Name	Brief Course Description	In a nutshell
J350 Principles of PR	Foundational Survey Course	Scan (environment) ↓
J494 Strategic Communication Research Methods	Hands-on, applied methods course	Research (audiences & content) ↓
J352 Strategic Writing & Media Relations	Lab-based, writing-intensive course teaching AP Style, media strategy & pitching	Earn (media coverage) ↓
J452 Strategic PR Communication	Lab-based, writing-intensive course teaching corporate communication deliverables	Own & Share (content) ↓
J453 Strategic Planning (& cases)	Course teaching the PR planning process. Real-world client optional. Teamwork required.	Plan & Manage (the PR process) ↓
J480 Special Topics	Approx. 70-person course on one PR specialty area (i.e. social, crisis, health, sports)	Specialize ↓
J454 PR Campaigns	Capstone Course – Teams plan & execute campaigns for real-world clients. Individual portfolio reviews required: Friday, week 10.	Campaign