

MAMC: Public Relations and Communication Management– Professional

DEGREE PLAN OF: _____ DATE: _____
Please print your name.

FACULTY ADVISOR: _____

TOTAL CREDITS REQUIRED: 33 CREDITS MINIMUM (excluding undergraduate courses throughout the university). No thesis is required.

A. CORE. 12 CREDITS REQUIRED. Complete all of the following.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|---|--------|-----------|-------|
| PUR 6005 | Public Relations Theory | 3 | _____ | _____ |
| MMC 6647 | Financial & Business Essentials for Communication Professionals | 3 | _____ | _____ |
| PUR 6934 | Measurement & Evaluation | 3 | _____ | _____ |
| PUR 6934 | Strategy & Messaging | 3 | _____ | _____ |

B. ELECTIVES/TRANSFER COURSEWORK*. 18 CREDITS REQUIRED.

All courses must be approved by faculty advisor.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|--------------------------------------|--------|-----------|-------|
| MMC 6727 | Social Media Metrics & Evaluation | 3 | _____ | _____ |
| PUR 6616 | Corporate Reputation & Communication | 3 | _____ | _____ |
| MMC6936 | Developing Intercultural Competence | 3 | _____ | _____ |
| MMC 6949 | Professional Internship. S/U. | 3 | _____ | _____ |
| PUR 6403 | Crisis/Risk Management | 3 | _____ | _____ |
| PUR 6608 | International Public Relations | 3 | _____ | _____ |
| PUR 6934 | Digital Social Advocacy | 3 | _____ | _____ |
| PUR 6206 | Ethics & Professional Responsibility | 3 | _____ | _____ |
| VIC 6316 | Brand Management | 3 | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ | _____ |

C. CAPSTONE EXPERIENCE. 3 CREDITS REQUIRED in term of graduation.

| | | CREDIT | TERM/YEAR | GRADE |
|----------|-------------------------------------|--------|-----------|-------|
| MMC 6973 | Public Relations Management Project | 3 | _____ | _____ |

TOTAL CREDITS REQUIRED: 33 CREDITS REQUIRED of which 30 must be letter-graded (excluding undergraduate courses throughout the university).

Signatures below indicate approval of this degree plan.

Signature of Student

Date Signed

Signature of Faculty Advisor

Date Signed

Signature of Sr. Associate Dean, Division of Graduate Studies & Research

Date Signed

* Up to nine hours of graduate-level transfer credit from non-UF institutions may be applied with approval of faculty advisor.