

# 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.