

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.