

# PUBLIC RELATIONS (B.A. OR B.S.)

Required course work includes the university requirements (see regulation J-3 (<https://catalog.uidaho.edu/general-requirements-academic-procedures/j-general-requirements-baccalaureate-degrees/#J3>)) and the following:

Code	Title	Hours
School of Journalism and Mass Media Core ( <a href="https://catalog.uidaho.edu/colleges-related-units/letters-arts-social-sciences/journalism-mass-media/curricular-requirements/">https://catalog.uidaho.edu/colleges-related-units/letters-arts-social-sciences/journalism-mass-media/curricular-requirements/</a> )		28
Major Requirements		15
<b>Total Hours</b>		<b>43</b>

## Major Requirements

Code	Title	Hours
JAMM 252	Introduction to Strategic Communications	3
JAMM 350	Public Relations Writing and Production	3
JAMM 466	Media Campaign Strategy	3
Two From the Following:		6
JAMM 225	Reporting I	
JAMM 352	Event Planning and Management	
JAMM 444	Mass Media and Public Opinion	
JAMM 450	Public Relations Trends	
JAMM 458	Public Relations Research and Analytics	
<b>Total Hours</b>		<b>15</b>

Courses to total 120 credits for this degree

## Public Relations (B.A.)

Fall Term 1	Hours
ENGL 101 Writing and Rhetoric I	3
COMM 101 Fundamentals of Oral Communication	3
JAMM 100 Media and Society	3
Mathematical Ways of Knowing Course	3
CHIN 101 OR FREN 101 OR GERM 101 OR JAPN 101 OR AIST 101 OR SPAN 101	4
<b>Hours</b>	<b>16</b>
<b>Spring Term 1</b>	
ENGL 102 Writing and Rhetoric II	3
American Diversity Course	3
Scientific Ways of Knowing Course	4
CHIN 102 OR FREN 102 OR GERM 102 OR JAPN 102 OR SPAN 102	4
<b>Hours</b>	<b>14</b>
<b>Fall Term 2</b>	
JAMM 121 Media Writing	3
JAMM 122 Content Creation	3
Scientific Ways of Knowing Course	4
Social and Behavioral Ways of Knowing Course	3
CHIN 201 OR FREN 201 OR GERM 201 OR JAPN 201 OR SPAN 201	4
<b>Hours</b>	<b>17</b>
<b>Spring Term 2</b>	
JAMM 252 Introduction to Strategic Communications	3
Social and Behavioral Ways of Knowing Course	3
International Course	3
Humanistic and Artistic Ways of Knowing Course	3

CHIN 202 OR FREN 202 OR GERM 202 OR JAPN 202 OR SPAN 202	4
<b>Hours</b>	<b>16</b>
<b>Fall Term 3</b>	
JAMM 225 OR JAMM 352 OR JAMM 444 OR JAMM 450 OR JAMM 458	3
JAMM, Major Elective Course	3
Elective Course	3
B.A. Course Requirement	3
Elective Course	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 3</b>	
JAMM 350 Public Relations Writing and Production	3
Humanistic and Artistic Ways of Knowing Course	3
JAMM, Major Elective Course	3
B.A. Course Requirement	6
<b>Hours</b>	<b>15</b>
<b>Fall Term 4</b>	
JAMM 341 Mass Media Ethics	3
JAMM 225 OR JAMM 352 OR JAMM 444 OR JAMM 450 OR JAMM 458	3
Elective Course	6
JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 426 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 4</b>	
JAMM 448 Law of Mass Media	3
JAMM 466 Media Campaign Strategy	3
Elective Course	3
Elective Course	2
JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 426 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490	3
<b>Hours</b>	<b>14</b>
<b>Total Hours</b>	<b>122</b>

## Public Relations (B.S.)

Fall Term 1	Hours
COMM 101 Fundamentals of Oral Communication	3
ENGL 101 Writing and Rhetoric I	3
JAMM 100 Media and Society	3
Mathematical Ways of Knowing Course	3
Humanistic and Artistic Ways of Knowing Course	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 1</b>	
ENGL 102 Writing and Rhetoric II	3
Scientific Ways of Knowing Course	4
Social and Behavioral Ways of Knowing Course	3
American Diversity Course	3
Elective Course	3
<b>Hours</b>	<b>16</b>
<b>Fall Term 2</b>	
JAMM 121 Media Writing	3
JAMM 122 Content Creation	3
Elective Course	3
Scientific Ways of Knowing Course	4
Social and Behavioral Ways of Knowing Course	3
<b>Hours</b>	<b>16</b>
<b>Spring Term 2</b>	
JAMM 252 Introduction to Strategic Communications	3
Elective Course	3
International Course	3
Humanistic and Artistic Ways of Knowing Course	3

Elective Course		3
<b>Hours</b>		<b>15</b>
<b>Fall Term 3</b>		
JAMM 225 OR JAMM 352 OR JAMM 444 OR JAMM 450 OR JAMM 458		3
JAMM, Major Elective Course		3
Elective Course		3
B.S. Course Requirement		6
<b>Hours</b>		<b>15</b>
<b>Spring Term 3</b>		
JAMM 350	Public Relations Writing and Production	3
JAMM, Major Elective Course		3
Elective Course		3
B.S. Course Requirement		6
<b>Hours</b>		<b>15</b>
<b>Fall Term 4</b>		
JAMM 341	Mass Media Ethics	3
JAMM 225 OR JAMM 352 OR JAMM 444 OR JAMM 450 OR JAMM 458		3
Elective Course		3
Elective Course		3
JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 426 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490		3
<b>Hours</b>		<b>15</b>
<b>Spring Term 4</b>		
JAMM 448	Law of Mass Media	3
JAMM 466	Media Campaign Strategy	3
Elective Course		3
Elective Course		3
JAMM 339 OR JAMM 340 OR JAMM 378 OR JAMM 379 OR JAMM 426 OR JAMM 440 OR JAMM 443 OR JAMM 444 OR JAMM 445 OR JAMM 446 OR JAMM 477 OR JAMM 490		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>122</b>

The degree map is a guide for the timely completion of your curricular requirements. Your academic advisor or department may be contacted for assistance in interpreting this map. This map is not reflective of your academic history or transcript and it is not official notification of completion of degree or certificate requirements. Please contact the Registrar's Office regarding your official degree/certificate completion status.

The School of Journalism and Mass Media curriculum for Public Relations enables our students to learn the values and skills that will prepare them for work and citizenship in a diverse and global society.

## JAMM Values

1. Apply the principles and laws of freedom of speech and press in a global context and in the United States
2. Demonstrate an understanding of the multicultural history and role of professionals, individuals and institutions in shaping communications
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in gender, race, ethnicity, sexual orientation and ability, domestically and globally, across communication and media contexts
4. Understand concepts and apply theories in the use and presentation of images and information
5. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

## JAMM Skills

1. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
2. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
3. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
4. Apply basic numerical and statistical concepts
5. Apply tools and technologies appropriate for the communications professions in which they work