

# PUBLIC RELATIONS ELECTIVE LIST

Code	Title	Credit Hours
<b>JMC Major Electives - 9 hours required</b>		
<i>Highly Recommended JMC Major Electives</i>		
JMC 3011	Practicum (PR Certificate Prep Course (Sr) )	1
JMC 3011	Practicum (NY, Dallas, or D.C. Agency Trip (Jr or Sr))	1
JMC 3443	Fundraising & Event Planning	3
JMC 3643	Media Relations	3
JMC 4153	Public Relations for Causes and Issues (Health, Nonprofit, Advocacy)	3
JMC 4163	Public Relations for Consumer Culture (Entertainment, Fashion, Lifestyle)	3
JMC 4173	Public Relations for Public vs. Private Organizations (Government, Corporate, Reputation)	3
JMC 4273	Travel, Tourism and Multimedia Concepts	3
JMC 4283	Travel, Tourism and Multimedia Storytelling	3
JMC 4393	Advanced PR Writing	3
JMC 4413	Crisis Communication	3
JMC 4433	Sports Information	3
JMC 4443	Public Relations Management	3
JMC 4483	Global and International Public Relations	3
JMC 4493	Social Media Strategies	3
JMC 4523	Theories of Public Relations	3
JMC 4853	Media as a Mirror on Society	3
<i>Other JMC Electives</i>		
JMC 3011	Practicum (L+A Agency)	1
JMC 3303	Introduction to Advertising	3
JMC 3483	Preparing for Life After Gaylord (Sr Standing)	3
JMC 3800	Internship (Max of 6 credit hours)	1-3
JMC 4363	Data Journalism	3
JMC 4473	Social Media Marketing	3
JMC 4933	Gaylord 360: Storytelling Without Walls	3
JMC 4970	Special Topics	1-3
JMC Study Abroad		
<b>Recommended Free Electives</b>		
PSY 1113	Elements of Psychology	3
PSY 2403	Introduction to Personality	3
PSY 3203	Cognitive Psychology	3
PSY 3703	Social Psychology	3
PSY 3753	Introduction to Industrial Organizational Psychology	3
PSY 4703	Psychology of Leadership	3
SOC 1113	Introduction to Sociology	0-3
MKT 2013	Introduction to Marketing	3
MKT 3013	Principles of Marketing	3
MKT 3323	Consumer Behavior	3

COMM 1113	Principles of Communication	3
COMM 2613	Public Speaking	3
ENGL 2273	Literary and Cultural Analysis	3
H R 3013	Introduction to Human Relations	3
H R 3043	Interpersonal Skills and Group Dynamics	3
H R 4013	Social Change Process	3
LIS 2003	Introduction to Information Science	3
LIS 4643	Introduction to Data Analytics	3
LSIS 3013	Effective Communication	3
LSIS 3053	Digital and Data Literacy	3
LSIS 3143	Marketing and Brand Management	3
LSIS 4113	Group & Organizational Communication	3
LSAL 3113	Leadership in Organizations	3
LSAL 4143	Cultural Diversity in the Workplace	3
LSAL 4283	Social Processes in Organizations	3
ENT 2113	Innovation & Entrepreneurship	3
P SC 2013	Introduction to Political Analysis	3
DES 2633	Visual Communication I	3
WGS 3123	Social Justice and Social Change	3