

**Major in Journalism and Technical Communication
Public Relations Concentration**

UCC 2/1/08
Minor 2/3/05

<u>Course</u>	<u>Title</u>	<u>Cr</u>	<u>AUCC</u>
SOPHOMORE			
AREC 202	Agricultural and Resource Economics ¹	(3)	3C
OR			
ECON 202 ^P	Principles of Microeconomics ¹	(3)	3C
JUNIOR			
<i>Select one course from the following:</i>			
JTC 310 ^P	Copy Editing	3	
JTC 320 ^P	Reporting	3	
JTC 326 ^P	Online Writing and Journalism	3	
JTC 328 ^P	Feature Writing	3	
JTC 361 ^P	Writing for Specialized Magazines	3	
JTC 461 ^P	Writing about Science, Health, and Environment	3	
JTC 350	Public Relations	3	
JTC 351 ^P	Public Relations Practices	3	
MGT 305	Fundamentals of Management	3	
MKT 305 ^P	Fundamentals of Marketing	3	
	TOTAL	<u>15</u>	
SENIOR			
JTC 353 ^P	Public Relations Campaigns	3	
<i>Select one course from the following:</i>			
JTC 371 ^P	Publications Design and Production	3	
JTC 372 ^P	Web Design and Management	3	
JTC 373 ^P	Digital Promotion Management	3	
JTC 450 ^P	Public Relations Cases	3	4A, 4C
	Journalism elective	3	
	TOTAL	<u>12</u>	
CONCENTRATION TOTAL = 27 credits			

^P This course has at least one prerequisite. Check the Courses of Instruction section of the catalog or <http://catalog.colostate.edu/front/courses-of-instruction.aspx> to see the course prerequisites.

¹ AREC 202 or ECON 202 are required as a prerequisite for MKT 305. Choice of another course toward fulfillment of category 3C in the AUCC will mean a reduction in elective credits available.