

SAMPLE 4-YEAR PLAN: PUBLIC RELATIONS B.A.

Northern Kentucky University

This is **one way** a student can complete this program in four years if the student requires no remedial courses. MAJOR: Public Relations

FIRST YEAR Focus on completing your general education requirements. Join the Public Relations Student Society of America.	Fall Semester		Spring Semester	
	Gen Ed: Oral Communication; CMST101 Public Speaking or CMST110 Introduction to Communication Studies	3	Gen Ed: Written Comm. I; ENG 101 College Writing	3
Gen Ed: Mathematics and Statistics; STA 205 Introduction to Statistical Methods (recommended)	3	Gen Ed: Individual and Society or Culture and Creativity; (pending JOU 110 or EMB 100 selection)	3	
Gen Ed: Individual and Society (JOU 110 Introduction to Mass Communication) or Culture and Creativity (EMB 100 Media Literacy)	3	Gen Ed: Natural Science with lab	4	
Gen Ed: Individual and Society or Culture and Creativity; (pending JOU 110 or EMB 100 selection)	3	Gen Ed: Individual and Society or Culture and Creativity; (pending JOU 110 or EMB 100 selection)	3	
UNV 101 Orientation to College and Beyond	3	Gen Ed: Global Viewpoints	3	
TOTAL	15	TOTAL	16	
SECOND YEAR Select a minor and start taking courses in your major and minor. Attend Cincinnati PRSA events.	Fall Semester		Spring Semester	
	CMST 220 Interpersonal Communication	3	Gen Ed: Natural Science	3
Gen Ed: Written Comm. II; ENG 102 Advanced College Writing	3	Gen Ed: Cultural Pluralism	3	
Elective	3	Elective	3	
Minor	3	Minor	3	
JOU 220 News Writing	3	PRE 275 Principles of Public Relations	3	
TOTAL	15	TOTAL	15	

THIRD YEAR Consider taking a study abroad course in a public relations-related area. Utilize opportunities in the PRSSA for networking with public relations professionals.	Fall Semester		Spring Semester	
	PRE 376 Public Relations Writing	3	PRE 377 Public Relations Cases and Campaigns	3
	PRE 385 Public Relations Research Methods	3	CMST 303 Organizational Communication or PRE 365 Client Operations and Processes	3
	JOU 385 Mass Communication Law	3	Minor	3
	PRE 394 Public Relations Special Topics or PRE 355 International Public Relations	3	Minor	3
	Elective	3	Elective	3
	TOTAL	15	TOTAL	15
	Fall Semester		Spring Semester	
JOU 321 Digital Publishing or PRE 415 PR Metrics and Tools	3	CMST 340 Strategies of Persuasion or PRE 300 Public Relations Event Planning and Messaging	3	
One 300 level course in CMST, EMB, HCOM, JOU, FXG, POP or PRE	3	PRE 400 Public Relations Account Management	3	
PRE 396 Public Relations Internship or PRE 492 Public Relations Directed Research or PRE 499 Public Relations Independent Study	3	Minor	3	
Minor	3	Minor	3	
Elective	3	Elective	2	
TOTAL	15	TOTAL	14	

GRAND TOTAL OF CREDITS	120
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Notes: All majors in the Department of Communication are required to take CMST 101 or CMST 110 to fulfill the general education oral communication requirement.

Public relations majors are strongly encouraged to take STA 205 to fulfill the general education mathematics requirement. The plan above does not take into account developmental coursework that may be required of the student. Therefore, additional courses may be required.

Minor Hours: Students should consult with their advisor in determining appropriate courses to select toward completion of: 1) a university-authorized minor, 2) an advisor approved focus, or 3) a second major.