

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	Fall Semester		Spring Semester	
	Focus on completing your general education requirements. Join the Public Relations Student Society of America.	CMST101 Public Speaking or CMST110 Introduction to Communication Studies	3	ENG 101 College Writing
	Gen Ed: Scientific and Quantitative Inquiry; Mathematics and Statistics; STA 205 Introduction to Statistical Methods (recommended)	3	Gen Ed: Self and Society; Individual and Society	3
	Gen Ed: Culture and Creativity	3	Gen Ed: Scientific and Quantitative Inquiry; Natural Sciences with lab	4
	Gen Ed: Global Viewpoints	3	JOU 110 Introduction to Mass Communication or EMB 100 Media Literacy	3
	UNV 101 Orientation to College and Beyond	3	Elective	3
	TOTAL	15	TOTAL	16
SECOND YEAR	Fall Semester		Spring Semester	
Select a minor and start taking courses in your major and minor. Attend Cincinnati PRSA events. Get involved with Norse PROvisions, the student PR firm.	CMST 220 Interpersonal Communication	3	JOU 220 News Writing	3
	ENG 291 Advanced College Writing	3	Gen Ed: Scientific and Quantitative Inquiry; Natural Sciences	3
	Gen Ed: Culture and Creativity	3	Gen Ed: Self and Society; Cultural Pluralism	3
	Minor	3	Gen Ed: Self and Society; Individual and Society	3
	Elective	3	Minor	3
	TOTAL	15	TOTAL	15
THIRD YEAR	Fall Semester		Spring Semester	
Consider taking a study abroad course in a public relations-related area. Utilize opportunities in the PRSSA for networking with public relations professionals.	CMST 303 Organizational Communication	3	CMST 340 Strategies of Persuasion or JOU 370 Principles of Advertising	3
	PRE 375 Principles of Public Relations	3	PRE 376 Public Relations Writing	3
	JOU 485 Mass Communication Law	3	Minor	3
	Minor	3	Minor	3
	Elective	3	Elective	3
	TOTAL	15	TOTAL	15
FOURTH YEAR	Fall Semester		Spring Semester	
Complete an internship. Start looking for a job.	PRE 377 Public Relations Case Studies and Campaigns	3	PRE 396 Public Relations Internship	3
	PRE 385 Public Relations Research Methods or CMST 300 Research Methods in Communication Studies	3	PRE 394 Topics in Public Relations or any CMST, EMB, JOU, MIN, OR POP 300-400 level elective	3
	PRE 410 Electronic Public Relations or JOU 321 Digital Publishing or CMST 370 Advanced Public Speaking	3	PRE 400 Public Relations Planning and Account Management	3
	Minor	3	Minor	3
	Elective	3	Elective	2
	TOTAL	15	TOTAL	14

GRAND TOTAL OF CREDITS	120
<p>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.</p> <p>Public relations majors are strongly encouraged to take STA 205 to fulfill the general education mathematics requirement.</p> <p>The plan above does not take into account developmental coursework that may be required of the student. Therefore, additional courses may be required.</p> <p>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.</p>	