NKU

Department of Communication

COLLEGE OF INFORMATICS
COMPUTATION ■ INFORMATION ■ COMMUNICATION

Bachelor of Arts in: Public Relations

For Students Following the:
2018-2019 catalog

Name:	
Student ID:	
Catalog Year:	

REQUIRED FOUNDATION OF KNOWLEDGE COURSE (6 Hours)						OFFICE USE ONLY
Course		**Pre-req**	**Credits**	**Term**	**Grade**	**Approved Exceptions**
CMST101	Public Speaking		**3**			
OR						
CMST110	Intro to Communication Studies		**3**			
JOU 110	Introduction to Mass Communication		**3**			
OR						
EMB 100	Media Literacy		**3**			

CORE COURSES (36 Hours)						OFFICE USE ONLY
Course		**Pre-req**	**Credits**	**Term**	**Grade**	**Approved Exceptions**
JOU 220	News Writing	ENG 101 (≥ C)	**3**			
CMST220	Interpersonal Communication	CMST101 or 110	**3**			
CMST303	Organizational Communication	CMST101 or 110	**3**			
CMST340	Strategies of Persuasion	CMST101 or 110	**3**			
OR						
JOU 370	Principles of Advertising	EMB 100 or JOU 110	**3**			
PRE 375	Principles of Public Relations	EMB 100 or JOU 110 & JOU 220	**3**			
PRE 376	Public Relations Writing	PRE 375 (pre-req or co-req)	**3**			
PRE 377	Public Relations Case Studies & Campaigns	PRE 375	**3**			
JOU 485	Mass Communication Law	JOU 110 or Junior Standing	**3**			
PRE 385	Public Relations Research Methods	PRE 375	**3**			
PRE 394	Topics in Public Relations	variable	**3**			
OR						
ELECTIVE	CMST, EMB, JOU, MIN, or POP 300-400 Level Elective	see catalog	**3**			**HCOM 3xx-4xx**
PRE 400	PR Planning & Account Management	PRE 375	**3**			
PRE 410	Electronic Public Relations	PRE 376	**3**			
OR						
CMST370	Advanced Public Speaking	CMST101 or 110	**3**			
OR						
JOU 321	Digital Publishing	EMB 100 or JOU 110	**3**			

APPLIED EXPERIENTIAL COURSES (3 Hours) - Choose One						OFFICE USE ONLY
Course		**Pre-req**	**Credits**	**Term**	**Grade**	**Approved Exceptions**
PRE 396	Public Relations Internship	PRE 376 & Junior or Senior Standing & consent of faculty	**3**			
PRE 499	Independent Study in Public Relations	Junior Standing and Instructor Consent	**3**			

Students must earn a grade of "C-" or better and a 2.00 GPA in all courses that apply to the major.
Please consult with your advisor and the appropriate University Course Catalog for all other degree requirements

ALSO:

■ Students may not double count Communication Department courses toward the Public Relations major and other majors and minors in the Communication Department unless the course is required as the only option in the Public Relations major and other majors and minors in the Communication Department.