

# 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)	3	
Gen Ed: Culture and Creativity	3	Gen Ed: Natural Science with lab	4	
JOU 110 Introduction to Mass Communication or EMB 100 Media Literacy	3	Gen Ed: Individual and Society;	3	
Elective	3	Gen Ed: Global Viewpoints	3	
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>16</b>	
SECOND YEAR 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.	Fall Semester		Spring Semester	
CMST 220 Interpersonal Communication	3	Gen Ed: Natural Science	3	
Gen Ed: Written Comm. II; ENG 291 Advanced College Writing	3	Gen Ed: Cultural Pluralism	3	
Gen Ed: Culture and Creativity or Individual and Society	3	Elective	3	
Minor	3	Minor	3	
JOU 220 News Writing	3	Elective	3	
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>	
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	
CMST 340 Strategies of Persuasion or JOU 370 Principles of Advertising	3	CMST 303 Organizational Communication	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	
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>15</b>	

<b>FOURTH YEAR</b> Complete an internship.  Start looking for a job.	Fall Semester		Spring Semester	
		PRE 377 Public Relations Case Studies and Campaigns	3	PRE 396 Public Relations Internship or PRE 499 Independent Study
	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	Minor 300 level or above	3
	Minor 300 level or above	3	Elective 300 level or above	3
	PRE 400 Public Relations Planning and Account Management	3	Elective 300 level or above	2
	<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>14</b>

<b>GRAND TOTAL OF CREDITS</b>	<b>120</b>
<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>	