

Major in Public Relations (Fall 2014 – Fall 2017)

Reference Number: 763P (seeking admission), 763 (officially admitted)

Minimum Hours for Major: 45-46

Sample Degree Path:

http://wku.edu/degreepaths/1617/documents/pcal/public_relations_763.pdf

Admission Requirements

Students wishing to enter the major in public relations initially are admitted as majors seeking admission (reference 763P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of “C” or better and 9 additional hours in general education;
4. Completion of the following courses with a grade of “C” or better: SJB 101, SJB 102, SJB 103, and JOUR 202.

*Students not meeting the above admission requirements will not be admitted to the Public Relations major and cannot register for any additional courses in the major.

Public Relations Requirements

Public relations is a planned process to influence public opinion using strategic communication. The public relations program at WKU, certified by the Public Relations Society of America, emphasizes research and measurement; strategic planning; targeted written communication tactics; and ethical practice. We prepare students for a career in public relations with skills in critical thinking, writing, technology, research, program planning and management, creative problem solving, and relationship building with key publics. Those publics include media, consumers, employees, government, opinion leaders, and communities.

Virtually all segments of the public and private sectors throughout the world draw employees from public relations graduates. Our graduates work as communications tacticians, strategic planners, and management counselors. They may specialize in employee relations, community relations, crisis communication, public affairs, media relations, or several other disciplines within the professional arena. The major in public relations requires 45-46 semester hours. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite requirements for any major in the School. One-half of the hours in the major must be at the 300- or 400-level. Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the general education requirements.

In addition to meeting institutional requirements for graduation, the public relations major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and film studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication

studies, or from those offered within the School, unless taken as a second minor. Popular minors or second majors include International Business, Entrepreneurship, Psychology, Sociology, Foreign Language, Marketing, Sales, Economics, Political Science, Health Care Administration, Business Administration, Nonprofit Administration, Tourism and Meeting, Convention, and Exposition Planning.

Specific objectives of the public relations program are:

1. To promote a broad understanding and appreciation of the expanding and important role of public relations in modern society;
2. To increase knowledge and develop skills required for positions in the public relations field;
3. To instill high standards of ethical conduct;
4. To build a foundation for lifelong learning and advanced education in public relations.

Required courses for a major in public relations:

SJB 101

SJB 102

SJB 103

JOUR 202

PR 354

PR 355

PR 356

PR 358

PR 454

PR 456

BCOM 325

AD 300

JOUR 301 or BCOM 301

*During the sophomore year, students should select one 3-hour course outside the major, but within the School of Journalism & Broadcasting and approved by departmental faculty advisor.

Additionally, students should choose one elective from the following list:

PR 458

JOUR 323

JOUR 481

SJB 495

SJB 401 / SJB 402

MKT 322