Major in Public Relations (reference #763)

Public relations is a planned process to influence public opinion using strategic communications. The public relations program at WKU emphasizes research and measurement; strategic planning; professionally designed, written, and targeted communication tactics; and ethical practice. We prepare students for an exciting 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 and other regulatory bodies, 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.

Curriculum requirements for students declaring a major in fall 2006 and thereafter.

ADMISSION REQUIREMENTS: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before admission:

1. Completion of 48 hours of coursework applicable to the baccalaureate degree with a minimum overall grade point average of 2.5.
2. Required courses include COMM 161, HIST 119 or 120, the university math requirement, and at least a ‘C’ in ENG 100.
3. Completion of the following courses with at least a ‘C’: JOUR 201, 202, and 232.

CURRICULUM: The major in Public Relations requires a minimum of 39 semester hours and leads to a Bachelor of Arts Degree. No course with a grade of “D” or below may be counted toward the major or fulfill prerequisite course requirements for any major in the School. One-half of the hours in the major must be at the 300- or 400-level. Effective fall 2013, students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s 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. Refer to the University Undergraduate Catalog for additional information.

REQUIRED COURSES (Prerequisites in italics)

JOUR 201 Media and Society
JOUR 202 Introduction to Media Writing
JOUR 232 Electronic Technologies Journalism
JOUR 355 Fundamentals of Public Relations (JOUR 201,202)
BCOM 325 Survey Writing TV/Radio (JOUR or BCOM 201)
JOUR 323 News Editing (JOUR 201,202)
JOUR 358 PR Writing & Production (JOUR 232,355)
One of the following two law courses
JOUR 301 Press Law & Ethics (JOUR 201, 202, junior standing)
BCOM 301 Mass Law & Ethics (PS 110 and either JOUR or BCOM 201)
JOUR 300 Research in Ad & PR (spring)
(MKT 220, stats, JOUR 201,202,232; AND either 341 or 355)
JOUR 354 International PR (fall) (Junior Standing)
JOUR 454 PR Strategy/Planning (fall) (JOUR 232,355, 358)
JOUR 456 Public Relations Mngmnt (spring) (capstone) (JOUR 300, 454)

Restricted Electives – Select one 3 hour restricted elective, with faculty advisor consultation.
JOUR 131 Digital Photography
JOUR 325 Feature Writing (JOUR 302, 323; or permission)
JOUR 341 Principles of Advertising (JOUR 201, 202)
JOUR 443 Ad Interactive Design (JOUR 343, 348; or permission)
JOUR 458 PR Internship/Practicum (18 hours in major & permission)
JOUR 481 Problems in Mass Communication
JOUR 495 Collaborative Journalism (JOUR 443)
BCOM 264 Digital Video Production
COMM 346 Persuasion
ENG 306 Business Writing (ENG 100)
MKT 322 Integrated Marketing Communication (MKT220)
PSY 371 Psychology of Sales Behavior (PSY 100)

Courses required outside the major:
COMM 161 Business/Professional Speaking (Gen Ed. Cat. A)
ECON 203 Principles of Macroeconomics (Gen. Ed. Cat. C)
GEOG 110 World Regional Geography (Gen. Ed. Cat. E)
PS 110 American National Government (Gen. Ed. Cat. C)
MKT 220 Basic Marketing Concepts (sophomore standing)
One Course in Statistics: ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271

Recommended minors for a major in Public Relations: International Business · Entrepreneurship · Psychology · Sociology · Foreign Language · Marketing · Economics · Political Science · Health Care Administration · Business Administration · American Humanities · Tourism
Major in Public Relations  4-year plan

The following four-year plan will help you plan your program in Public Relations. Every student will finish with a unique plan of his/her own depending on the minor area of study, electives selected, etc. This four-year plan is an example to help execute your degree program in consultation with your Public Relations faculty advisor. Refer to the University undergraduate catalog for additional information.

**Note, effective fall 2013:** To meet ACEJMC* accreditation standards, students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit including the University’s 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.

### Major in Public Relations

**120 Hours with a 21-hour minor outside the SJ&B**

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<tr>
<th></th>
<th>Fall Semester</th>
<th>Spring Semester</th>
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<tr>
<td><strong>Freshman year</strong></td>
<td>Fall Semester</td>
<td>Spring Semester</td>
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<td><em>Math116 &amp; ECON 203 Required for ECON 206, stats</em></td>
<td>JOUR 201 or 202, ENG 100 or COMM 161 PS 110 (Gen. Ed. Category C) MATH 109 or 116* Foreign Language (Gen. Ed. Cat A) UC 175 (2hrs) (optional) (17 hours)</td>
<td>JOUR 201 or 202, ENG 100 or COMM 161 HIST 119 or 120 (Category C) Gen. Ed. Category D (15 hours)</td>
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<td><strong>Sophomore year</strong></td>
<td>JOUR 355</td>
<td>JOUR 323 or BCOM 325 GEOG 110 (Category E) Gen. Ed. Category B Minor Course ECON 206 (or equivalent stats) (15 hours)</td>
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<td>BCOM 325 or JOUR 323</td>
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<td>ECON 203* (Gen. Ed. Category C) ENG Lit. (Gen Ed. Category B) Gen. Ed. Category D</td>
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<td>Gen. Ed. Category F (1 hr) (16 hours)</td>
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<td><strong>Junior year</strong></td>
<td>JOUR 354 (fall only)</td>
<td>JOUR 358 (spring only)</td>
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<td>Note: MKT 220 and a statistics course must be completed before second semester of junior year.</td>
<td>JOUR 301 or BCOM 301 MKT 220 (required general elective) ENG 300 (Gen. Ed. Category A) Minor course (15 hours)</td>
<td>JOUR 300 Minor course Gen. Ed. Category B Gen. Ed. Category F (1 hr) (13 hours)</td>
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<td>JOUR 354 (fall only)</td>
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<td>JOUR 301 or BCOM 301 MKT 220 (required general elective) ENG 300 (Gen. Ed. Category A) Minor course (15 hours)</td>
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<td>JOUR 358 (spring only)</td>
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<td>JOUR 358 (spring only)</td>
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<td><strong>Senior year</strong></td>
<td>JOUR 454</td>
<td>JOUR 456 (capstone)</td>
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<td>PR Major restricted elective Minor course Minor course General Elective (15 hours)</td>
<td>Minor Course Minor Course General elective General elective (2 hrs) (14 hours)</td>
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<td>JOUR 456 (capstone)</td>
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120 total hours

*Accrediting Council on Education for Journalism and Mass Communication