



Major in Public Relations

School of Journalism & Broadcasting
Potter College of Arts & Letters
Western Kentucky University

Four-Year Academic Degree Path Catalog year 2014

The following four-year plan is an example of how to map your program in consultation with your public relations faculty advisor. Every student will finish with a unique plan of his/her own depending on the minor area of study and electives selected.

Admission: 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 course work 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 nine additional hours in the General Education Program;
4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102, 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.

CURRICULUM: The major in public relations (reference number 763) requires 45 or 46 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 requirements. 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 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.

Success Markers

{prerequisite courses in brackets}

FIRST YEAR <i>Join the Public Relations Society of America -- PRSSA</i> <i>*Note: AD 300 requires a prerequisite course in statistics such as ECON 206, SOCL 300, MATH 183, PSY 201, or AMS 271. AD 300 also requires MKT 220 as a pre-requisite.</i> <i>Visit the Math Lab for free tutoring.</i>	FALL SEMESTER		SPRING SEMESTER	
	SJB 101 <i>Understanding Media Content, Ethics and Tech.</i>	3	SJB 103 <i>Digital Storytelling in the 21st Century</i>	3
	SJB 102 <i>Media Content, Collaboration, Community</i>	3	JOUR 202 <i>Introduction to Media Writing</i>	3
	ENG 100 (Colonnade I, WC) <i>Intro. to College Writing</i>	3	PS 110+ (Colonnade II, SB) <i>American Government</i> +pre-req. for BCOM 301	3
	<i>Quantitative Reasoning</i> (Colonnade I, QR) <i>MATH 109, 116, 183* or higher suggested</i>	3	<i>Arts & Humanities</i> (Colonnade II, AH)	3
	COMM 145 (Colonnade I, OC) <i>Fundamentals of Speaking</i>	3	<i>Natural Science</i> (Colonnade II, NS)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR <i>Join a student media outlet – WWHR-FM, College Heights Herald, or The Talisman</i> <i>***Students need to show proficiency for a foreign language at the novice high level by the time they have earned 60 hours.</i> http://www.wku.edu/modernlanguages/placement/colonnade.pdf	FALL SEMESTER		SPRING SEMESTER	
	PR 355 <i>Fundamentals of Public Relations</i> {SJB 101, 102,103, JOUR 202}	3	BCOM 325 <i>Electronic Media Writing</i> {SJB 103}	3
	MKT 220* <i>Basic Marketing Concepts</i> *pre-req to AD 300	3	Sophomore Restricted Elective. Select from AD, BCOM, JOUR, FILM, PJ, or SJB	3
	HIST 101 or 102 (Colonnade I, SB) <i>World History</i>	3	ENG 200 {ENG 100} (Colonnade I, AH) <i>Intro. to Literature</i>	3
	Natural Science w/lab (Colonnade II, NS)	3	STATS Course MATH 183* or equivalent *pre-req to AD 300	3
	Course in Minor or Foreign Language***	3	Course in Minor	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SUMMER TERM				
<i>Consider a study abroad experience this summer.</i>		TOTAL CREDIT HOURS		

THIRD YEAR <i>File application for graduation at 90 hours. (on-line form in Topnet)</i> <i>Note: MKT 220 and stats course must be completed before second semester of junior year.</i>	FALL SEMESTER		SPRING SEMESTER	
	PR 356 <i>Public Relations Digital Tactics</i> {PR 355}	3	PR 358 <i>Public Relations Writing & Production</i> [spring] {PR355}	3
	PR 354 <i>International Public Relations</i> [fall] {Junior Standing}	3	AD 300 <i>Research in Ad/PR</i> [spring]{JOUR202, MKT 220, stats, PR355}	3
	Systems (Colonnade III)	3	<i>Social & Cultural</i> (Colonnade III)	3
	<i>Writing in the Disciplines</i> (Colonnade I, WC)	3	Course in Minor	3
	Course in Minor	3	Course in Minor	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SUMMER TERM				
<i>Consider an internship for credit this summer. PR 458 counts as an elective in the major. Explore Imagewest opportunities.</i>		TOTAL CREDIT HOURS		

FOURTH YEAR <i>Visit Center for Career and Professional Development for resume consultation, practice interviews. (DSU - Rm 2001)</i> <i>Begin job search!</i>	FALL SEMESTER		SPRING SEMESTER	
	PR 454 <i>Public Relations Strategy/Planning</i> [fall]{AD300, PR 356,358}	3	PR 456 <i>Public Relations Mgmt</i> [spring] [capstone] {AD 300, PR454}	3
	JOUR 301 <i>Press Law & Ethics</i> {PS110, SJB101, JOUR 202, Junior Standing} or BCOM 301 <i>Mass Comm. Law & Ethics</i> (PS 110, BCOM 201)	3	Course in Minor	3
	Restricted <i>elective</i> in the major	3	Course in Minor	3
	<i>Local to Global</i> (Colonnade III)	3	General Elective	3
	Course in Minor	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
Total Credit Hours: 120				

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change.
Consult your advisor each semester.

Course Descriptions may be viewed at <http://www.wku.edu/undergraduatecatalog>

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Department:	School of Journalism & Broadcasting
Phone:	270 745-4144
Website:	www.wku.edu/journalism