



BACHELOR of ARTS in PUBLIC RELATIONS (#763)

School of Journalism & Broadcasting

Potter College of Arts and Letters

Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

Success Markers

SAMPLE - 4 year plan

FIRST YEAR	Fall Semester		Spring Semester	
	<p><i>Join the Public Relations Society of America -- PRSSA</i></p> <p><i>^Math116 & ECON 203 prerequisites for ECON 206 stats</i></p> <p>Visit The Learning Center for free tutoring</p>	JOUR 201- Media and Society*	3	JOUR 202 – Intro to Media Writing*
ENG 100 – Intro to College Writing		3	JOUR 232 – Tech. in Journalism	3
General Education Course D-II		3	COMM 161 – Intro to Public Speaking and Comm.	3
PS 110 – American National Gov.		3	HIST 119 – Western Civ to 1648 OR HIST 120 – Western Civ. Since 1648	3
General Education Course A-II		3	General Education Course D-IL	3
UC 175 – University Experience		2	General Education Course F	1
TOTAL CREDIT HOURS		17	TOTAL CREDIT HOURS	16

SECOND YEAR	Fall Semester		Spring Semester	
	<p><i>Join student media outlet – WWHR, College Heights Herald, or The Talisman</i></p>	JOUR 355 – Fundamentals of PR {JOUR 201, 202}	3	BCOM 325 – Writing for Radio and TV {BCOM 201 or JOUR 201}
JOUR 323 – News Editing		3	ECON 206 – Statistics (or equivalent stats course)	3
ECON 203 – Macro Economics		3	GEOG 110 – World Geography	3
General Education Course D-I		3	General Educaiton Course B-II	3
ENG 200 – Intro to Literautre		3	Minor Course	3
General Education Course F		1		
TOTAL CREDIT HOURS		16	TOTAL CREDIT HOURS	15

SUMMER TERM	Summer Term	
<p>Why not Study Abroad?</p>		
	TOTAL CREDIT HOURS	

THIRD YEAR <u>Apply for Graduation at 90 hours.</u> <i>Note: MKT 220 and stats course must be completed before second semester of junior year.</i>	Fall Semester		Spring Semester	
	BCOM 301 – Mass Comm. Law/Ethics { <i>PS 110, BCOM 201, JOUR 201</i> } OR JOUR 301 – Press/Law Ethics { <i>JOUR 201, 202, Junior standing</i> }	3	JOUR 358 – PR Writing and Production (Spring Only) { <i>JOUR 232, 355</i> }	3
	JOUR 354 – International Public Relations (Fall Only) { <i>Jr. Standing</i> }	3	JOUR 300 – Research (Spring Only) { <i>MKT 220, Stats, JOUR 332 and JOUR 355/341</i> }	3
	ENG 300 – Writing in the Disciplines	3	General Education Course B-II	3
	MKT 220 – Basic Marketing (Soph.)	3	Minor Course	3
	Minor Course	3	Minor Course	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SUMMER TERM <i>Consider an internship for credit this summer. JOUR 491 counts as an elective in the major. Explore Imagewest opportunities.</i>	Summer Term	
	TOTAL CREDIT HOURS	

FOURTH YEAR <u>Visit Career Services for resume consultation, practice interviews, begin job search</u> <i>Celebrate!</i>	Fall Semester		Spring Semester	
	JOUR 454 – PR Strategy and Planning (Fall Only) { <i>JOUR 323, 355, 358</i> }	3	JOUR 456 – PR Management (Capstone) (Spring Only) { <i>JOUR 300, 454</i> }	3
	Elective in PR Major	3	Minor Course	3
	Minor Course	3	Minor Course	3
	Minor Course	3	General Elective	3
	General Elective	2		3
	TOTAL CREDIT HOURS	14	TOTAL CREDIT HOURS	12
	Total Credit Hours:120			

* Denotes prerequisite courses before program admission
 Course prerequisites are in parentheses and italics after each course listing.

For more Information:

Department: School of Journalism and Broadcasting

Website: www.wku.edu/journalism

Phone: 270-745-4144

Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>