

PUBLIC RELATIONS, BACHELOR OF ARTS (763P, 763)

Program Coordinator

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Accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and certified by the Public Relations Society of America (PRSA), the Public Relations major emphasizes applied research, data and analytics, strategic campaign planning, targeted written communications, digital storytelling, and ethical practice. Public relations is a planned process to influence attitudes and behavior using strategic communications. We prepare students for a career in public relations/strategic communications with skills in critical thinking, writing, digital analytics, research, program planning and management, creative problem solving, and relationship building with key publics. Those publics include media, consumers, employees, government, opinion leaders, communities, and many more.

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, digital storytellers, and management counselors. They may specialize in employee relations, community relations, social media communications, crisis communications, public affairs, media relations, or several other disciplines within the professional arena.

Specific objectives of the Public Relations major:

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

Program Requirements (39 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

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 JOUR 202 with a grade of "C" or better.

Code	Title	Hours
The following 21 hours of Public Relations Core courses are required:		
PR 255	Fundamentals of Public Relations	3
PR 321	Communications Analytics in Public Relations and Advertising	3
PR 350	Legal and Ethical Foundations of Strategic Communication	3
PR 356	Digital Tactics in Public Relations	3
PR 358	Public Relations Writing and Production	3
PR 454	Public Relations Strategy and Planning	3
PR 456 or PR 489	Public Relations Management PR Internship or Practicum	3
The following 12 hours outside the Public Relations Core are required:		
SOM 101	Understanding Media Content, Ethics and Technology	3
JOUR 202	Introduction to News Writing	3
COMM 200	Communication Foundations	3
AD 300 or COMM 300 or PS 302 or SOCL 302	Research in Advertising and Public Relations Introduction to Communication Research Methods Research Design in Political Science Social Research Methods	3
In addition, three hours of Restricted Electives must be chosen from the following: ¹		
VJP 131	Fundamentals of Photography	
POP 201	Introduction to Popular Culture Studies	
ART 243	Digital Media	
MKT 220	Basic Marketing Concepts	
AD 240	Advertising in a Digital World	
BCOM 264	Digital Video Production and Distribution	
BCOM 265	Basic Broadcast News	
BCOM 325	Survey of Electronic Media Writing	
COMM 315	Sport Communication	
JOUR 323	Multiplatform News Presentation	
JOUR 325	Feature Writing	
MKT 322	Integrated Marketing Communications	
UX 330	User Interface Design	
MKT 331	Social Media Marketing	
COMM 346	Persuasion	
COMM 362	Organizational Communication	
COMM 364	Crisis Communication	
COMM 388	Seminar in Political Communication	
COMM 440	Health Communication	
COMM 451	Communication in the Digital Age	

In addition, three hours of Diversity Electives must be chosen from the following: 3

PR 354	International Public Relations
SOM 310	Media Diversity
COMM 363	Interracial Communication
COMM 365	Intercultural Communication
COMM 374	Gender Communication
COMM 471	Communication in Multinational Organizations
FLK 280	Cultural Diversity in the U S
FLK 330	Cultural Connections and Diversity
SOCL 362	Social Institutions: Race, Class, and Gender
SOCL 375	Diversity in American Society

Total Hours 39

¹ A minor, certificate, or second major is required.

Finish in Four Plan - Public Relations (763)

First Year

Fall	Hours	Spring	Hours
ENG 100		3 JOUR 202	3
SOM 101		3 HIST 101 or HIST 102	3
MATH 109, MATH 116, or MATH 183		3 COMM 145	3
Colonnade: Arts & Humanities		3 2nd Major/Certificate/Minor Course	3
Colonnade: Natural & Physical Sciences w/ lab		3 World Language, if needed OR 2nd Major/Certificate/Minor Course	3
		15	15

Second Year

Fall	Hours	Spring	Hours
PR 255		3 PR 350	3
COMM 200		3 BCOM 265 or BCOM 325	3
Colonnade: Natural & Physical Sciences		3 Colonnade: Connections (Social & Cultural)	3
PR Restricted Electives		3 2nd Major/Certificate/Minor Course	3
2nd Major/Certificate/Minor Course		3 PR 354, SOM 310, COMM 365, COMM 471, FLK 280, SOCL 362, or SOCL 375	3
		15	15

Third Year

Fall	Hours	Spring	Hours
PR 321		3 PR 358	3
PR 356		3 Colonnade: Connections (Local to Global)	3
COMM 300, AD 300, PS 301, or SOCL 302		3 Colonnade: Connections (Systems)	3
2nd Major/Certificate/Minor Course		3 2nd Major/Certificate/Minor Course	3
2nd Major/Certificate/Minor Course		3 2nd Major/Certificate/Minor Course	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
PR 454		3 PR 456 or PR 489	3
2nd Major/Certificate/Minor Course		3 2nd Major/Certificate/Minor Course	3
2nd Major/Certificate/Minor Course		3 2nd Major/Certificate/Minor Course	3
2nd Major/Certificate/Minor Course		3 General Elective	3
2nd Major/Certificate/Minor Course		3 General Elective	3
		15	15

Total Hours 120