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

Program Coordinator
Cliff P. Shaluta, cliff.shaluta@wku.edu, (270) 745-5833

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 ENG 100 and JOUR 202 with a grade of "C" or better.

Code	Title	Hours
The following 18 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 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	Public Relations Management	3
or PR 489	PR Internship or Practicum	
The following 18 hours outside the Public Relations Core are required:		
SMC 101	Understanding Media Content, Ethics and Technology	3
JOUR 202	Introduction to News Writing	3
AD 230	Digital Tools	3
VJP 261	Mobile Media Storytelling	3
or BCOM 264	Digital Video Production and Distribution	
SMC 301	Mass Communication Law and Ethics	3
AD 300	Research in Advertising and Public Relations	3
or COMM 300	Introduction to Applied Communication Research	
or PS 302	Research Design in Political Science	
In addition, three hours of Diversity Electives must be chosen from the following:		3
SMC 310	Media Diversity	
COMM 363	Interracial Communication	
COMM 365	Intercultural Communication	
COMM 371	Communication in Multinational Organizations	
FLK 280	Cultural Diversity in the U S	
FLK 330	Cultural Connections and Diversity	
PS 373	Minority Politics	
PS 374	Women and Politics	
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
SMC 101	3	HIST 101 or HIST 102	3
MATH 109, MATH 116, or MATH 183	3	COMM 145	3

	Hours		Hours
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	BCOM 264	3
VJP 261	3	PR 321	3
PS 110	3	COMM 200	3
Colonnade: Natural & Physical Sciences	3	Colonnade: Connections (Social & Cultural)	3
2nd Major/Certificate/Minor Course	3	2nd Major/Certificate/Minor Course	3
	15		**15**

Third Year

Fall	Hours	Spring	Hours
PR 356	3	PR 358	3
AD 300 or COMM 300	3	SMC 301	3
MKT 220	3	Diversity Elective	3
2nd Major/Certificate/Minor Course	3	Colonnade: Connections (Local to Global)	3
2nd Major/Certificate/Minor Course	3	Colonnade: Connections (Systems)	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