



BACHELOR of ARTS in PUBLIC RELATIONS (#763P AND 763)

Department of Communication
Potter College of Arts and Letters
Western Kentucky University

The major in Public Relations requires 36 total credit hours, half of which must be upper level. Eleven courses (33 hours) are required and there is one restricted elective course (3 hours). For information on requirements for admission to the major, see the Undergraduate Catalog or your advisor. **A minor, certificate, or second major in another discipline is required.**

Public Relations– Finish in Four Plan

FIRST YEAR			
Fall Semester		Spring Semester	
ENG 100 College Composition (F-W1)	3	JOUR 202 Intro to News Writing	3
Math, 109, 116, 183 Quantitative Reasoning (F-QR)	3	HIST 101 or 102 World History (F-SB)	3
Arts & Humanities (E-AH)	3	COMM 145 Fund. of Public Speaking and Communication (F-OC)	3
PS 110 or other Social & Behavioral Science (E-SB)	3	2 nd Major/Certificate/Minor Course	3
Natural and Physical Sciences (E-NS, SL)	3	World Language (if needed) or 2 nd Major/Certificate/Minor Course	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR			
Fall Semester		Spring Semester	
PR 255 Fundamentals of Public Relations	3	PR 350 Legal and Ethical Foundations	3
ENG 200 or RELS 200 Literary Studies (F-AH)	3	BCOM 265 Basic Broadcasting News or BCOM 325 Media Writing	3
Natural & Physical Science with Lab (E-NS, SL)	3	COMM 200 Writing in the Disciplines (F-W2)	3
PR restricted elective	3	Connections: Social & Cultural (K-SC)	3
2 nd Major/Certificate/Minor Course	3	2 nd Major/Certificate/Minor Course	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

THIRD YEAR			
Fall Semester		Spring Semester	
PR 354 International Public Relations	3	PR 358 PR Writing and Production	3
PR 356 Digital Tactics	3	Connections: Local to Global (K-LG)	3
PR Research Course (COMM 300, AD 300, PS 301, or SOCL 302)	3	Connections: Systems (K-SY)	3
2 nd Major/Certificate/Minor Course	3	2 nd Major/Certificate/Minor course	3

2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

FOURTH YEAR			
Fall Semester		Spring Semester	
PR 454 PR Strategy and Planning	3	PR 456 PR Management	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
2 nd Major/Certificate/Minor course	3	2 nd Major/Certificate/Minor course	3
2 nd Major/Certificate/Minor course	3	General Elective	3
General elective	3	General Elective	3
TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

Total Credit Hours: 120

For more details and courses offered in the Colonnade General Education program ([denoted in blue](#)) visit the [website](#).

World Language Requirement: Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2nd level of a language). Two credits (or equivalent) of a single world language in High School satisfies this WKU requirement.

For more Information: **Department:** Department of Communication
Website: <https://www.wku.edu/communication/index.php>
Phone: (270) 745-3296
Email: communication@wku.edu
Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>