

PUBLIC RELATIONS, BACHELOR OF ARTS (B.A.)

Program Objectives

Graduates of the Public Relations program pursue careers with corporations, non-profits, educational, governmental, media, and public relations and advertising agencies. Managing the communication between an organization and its publics, practitioners write news releases, video news releases, newsletters, speeches, annual reports, advertising copy, promotional pieces, feature stories, and social media entries, to name a few. Public Relations practitioners provide appropriate counsel in employee, community, financial, consumer, government, and media relations, as well as crisis communication, all based on ethical principles set forth by the Public Relations Society of America (PRSA). They manage social media accounts, plan events, fundraise, and address public concerns. Students must demonstrate excellence in writing, research, planning, communication, and evaluation of public situations strategies using a variety of platforms to meet the standards for a public relations education as published by PRSA. One of only 40 Certified Bachelor's Degree Public Relations Programs in the World!

Program Requirements

CIP Code: 09.0902

Summary Checklist for General Education

Code	Title	Hours
Element 1		
A:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
B:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
C:	Oral Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
Element 2		
	Quantitative Reasoning (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/)	3
Element 3		
A:	Arts (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
B:	Humanities (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
Element 4		
	Natural Sciences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/)	6
Element 5		
A:	Historical Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
B:	Social Behavioral Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
Element 6		

Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
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Total Hours 36

Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

Major

Code	Title	Hours
University Graduation Requirements		
General Education		36
<i>Student Success Seminar</i>		
Student Success Seminar (waived for transfers with 30+ hrs.)		1
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
Major Requirements		
<i>Core Courses</i>		
PUB 275	Public Relations Principles	3
PUB 305	Public Relations Research	3
PUB 320	Design for Mass Media	3
PUB 325	Advertising Strategy and Practice	3
PUB 380	Public Relations Writing	3
PUB 410	Social Media and Public Relations	3
	or CMS 302 Social Media Messaging for Org	
PUB 416	Media Ethics	3
	or BEM 415 Media Ethics	
PUB 425	Crisis & Risk Communication	3
PUB 470	Public Relations Internship	1
	or PUB 349 Applied Learning in Public Relations	
PUB 475	Public Relations Case Studies	3
PUB 490	Public Relations Campaigns	3
	or PUB 490S Public Relations Campaigns	
PUB 491	Senior Seminar in Public Relations	1
BEM 295	Video Production	4
BEM 305W	Storytelling & Feature Writing	3
BEM 405	Media Law	3
DES 256	Graphic Design for Non-Majors	3
MKT 301	Principles of Marketing (NB)	3
Choose from six hours of the following:		6
	PUB 385 PR Event Planning & Management	
	or PUB 385SPR Event Planning & Management	
	PUB 390 Fundraising	
	PUB 480 Integrated Communications	
	PUB 499 Independent Study in Public Relations	
	BEM 325 Photojournalism	
	BEM 395 Video Production II	
	BEM 499 Independent Study in Electronic Media	
	MGT 301 Principles of Management (NB)	
<i>Supporting Course Requirements</i>		
BEM 200	Mass Media and Society	3
<i>Free Electives</i>		

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Choose from 26 hours of free electives	26
Total Hours	120

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Course also satisfies a General Education element. Hours are included within the 36 hour General Education requirement above.