

B.S. Public Relations Requirements

The BS in Public Relations teaches critical thinking, writing, and design skills that prepare students for a variety of strategic communications careers. PR professionals help build and maintain an organization's image or brand identity via media relations, social media, event planning, and crisis management. Our program enables students to build compelling portfolios from their coursework, their required internship, and their time working for our on-campus public relations agency. Students are trained on popular software and content platforms in our award-winning PR lab and are prepared for work in the non-profit and for-profit arenas as well as for graduate study.

Note that all students must achieve 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for Public Relations is 2.5.

Required Public Relations Core Courses – 36 credits

- PRWR 111 Journalism I (3 credits)
- PRWR 218 Writing for Public Relations (3 credits)
- PRWR 226 Desktop Publishing Writing (3 credits)
- COMM 319 Integrated Marketing Communication (3 credits)
- COMM 170 Introduction to Public Relations (3 credits)
- COMM 235 PR Cases & Campaigns (3 credits)
- COMM 241 PR Processes & Techniques (3 credits)
- PREL 310 Research for Public Relations (3 credits)
- PREL 250 Public Relations Ethics & Law (3 credits)
- PREL 380 The Agency Experience, Part One (3 credits)
- PREL 381 The Agency Experience, Part Two (3 credits)
- PREL 390 Internship in Public Relations (3 credits)

Public Relations Major Electives – 6 credits

Select any two courses with COMM, MKTG, PREL, or PRWR prefixes.

Diversity Requirement – 9 credits

Choose any three courses from below. Other courses may be used to fulfill requirement with permission of the PR program director:

- ANTH/SOCI 213 World Religions (3 credits)
- ANTH 215 Gender Across Cultures (3 credits)
- ANTH/SOCI 241 Race and Ethnicity (3 credits)
- ANTH 245 Language & Diversity (3 credits)
- ANTH/PSYCH 290 Culture & Personality (3 credits)
- ENGL 132 Contemporary Gay & Lesbian Literature (3 credits)
- ENGL 137 Experiences in African American Literature (3 credits)
- ENGL 234 Ethnic American Literature (3 credits)
- ENGL 238 African Diasporic Literature (3 credits)
- ENGL/WGST 323 Native American Women Writers (3 credits)
- HIST 150 Minorities in American History (3 credits)
- HIST 225 A History of the Jewish People in Modern Times (3 credits)
- HIST 240 African American History (3 credits)
- HIST 256 The Modern Middle East (3 credits)
- PHIL 40 Into to Ethics (3 credits)

PHIL 60 Intro to Religious Ethics (3 credits)
PHIL 113 Environmental Philosophy (3 credits)
PSYC 208 Psychology of Gender (3 credits)
PSYC 217 Psychology and the Law (3 credits)
PSYC 220 Industrial/Organizational Psychology (3 credits)
PSYC 240 Social Psychology (3 credits)
SOC 207 Families & Social Class (3 credits)
SOC/WGST 217 LGBTQ Studies (3 credits)
SOC 235 Sociology of Gender (3 credits)
WGST 10 Intro to Women's Studies (3 credits)
WGST 130 Interpersonal Communication (3 credits)
WGST 271 Sexualities & Communication in Everyday Life (3 credits)
WGST 285 Gender Communication (3 credits)
WGST 329 Feminist and Gender Theories (3 credits)

University Electives – 27 credits

Choose any university course.

Program Plan Code: BS_PBRL

Effective Date: Fall 2018

KU B.S. Public Relations Major Check Sheet

Student Name:

Student ID Number:

This check sheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Note that all students must achieve 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for Public Relations is 2.5.

Required Public Relations Core Courses – 36 credits

| | | |
|--|-------------------------|--------|
| PRWR 111: Journalism I | 3 credits | Grade: |
| PRWR 218: Writing for Public Relation | 3 credits | Grade: |
| PRWR 226: Desktop Publishing Writing | 3 credits | Grade: |
| COMM 319: Integrated Marketing Communication | 3 credits | Grade: |
| COMM 170: Introduction to Public Relations | 3 credits | Grade: |
| COMM 235: PR Cases & Campaigns | 3 credits | Grade: |
| COMM 241: PR Processes & Techniques | 3 credits | Grade: |
| PREL 310: Research for Public Relations | 3 credits | Grade: |
| PREL 250: Public Relations Ethics & Law | 3 credits | Grade: |
| PREL 380: The Agency Experience, Part One | 3 credits | Grade: |
| PREL 381: The Agency Experience, Part Two | 3 credits | Grade: |
| PREL 390: Internship in Public Relations | 3 credits | Grade: |
| Total Credits | 36 total credits | |

Public Relations Major Electives – 6 credits

Select any two courses with COMM, MKTG, PREL, or PRWR prefixes.

| | | |
|----------------------|------------------------|--------|
| Course 1: | 3 credits | Grade: |
| Course 2: | 3 credits | Grade: |
| Total Credits | 6 total credits | |

Diversity Requirements – 9 credits

| | | |
|----------------------|------------------|--------|
| Course 1: | 3 credits | Grade: |
| Course 2: | 3 credits | Grade: |
| Course 3: | 3 credits | Grade: |
| Total Credits | 9 credits | |

University Electives – 27 credits

| | | |
|----------------------|-------------------|--|
| Course 1: | 3 credits | |
| Course 2: | 3 credits | |
| Course 3: | 3 credits | |
| Course 4: | 3 credits | |
| Course 5: | 3 credits | |
| Course 6: | 3 credits | |
| Course 7: | 3 credits | |
| Course 8: | 3 credits | |
| Course 9: | 3 credits | |
| Total Credits | 27 credits | |

Summary of Graduation Requirements

| | |
|--|--------------|
| Total credits from major courses | 51 |
| Total credits from general education program | 42-45 |
| Total credits from university electives | 27 |
| Minimum total credits to graduate | 120 |
| Minimum overall GPA | 2.0 |
| Minimum GPA in major program | 2.5 |
| Comprehensive Exam | PASS |

Requirements

- 1. Students must have an average GPA of 2.5 among the major courses to remain in the major.*
- 2. Course substitutions require written permission from the Dean of Liberal Arts and Sciences.*
- 3. Public Relations major not declare a Public Relations minor.*
- 4. Students must complete any prerequisites before enrolling in a course.*

Program Plan Code: BS_PBRL

Effective Date: Fall 2018

KU B.S. Public Relations 8-Semester Planner

Student Name:

Student ID Number:

Each semester listed below provides information including course categories, typical credit hours (CH.), and space to add specific course selections. This planner is a suggested path. Consult with your advisor regarding your unique plans and interests as you make choices about your schedule.

First Semester Plan

| | | | |
|--------------|------------------------|---------------|------------|
| Gen Ed | COST 010 (Category A3) | 3 CH. | Selection: |
| Gen Ed | Category A1 | 3 CH. | Selection: |
| Gen Ed | Category C | 3 CH. | Selection: |
| Gen Ed | FYSM 100 | 3 CH. | Selection: |
| Gen Ed | Category B | 3 CH. | Selection: |
| Total | | 15 CH. | |

Second Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | PRWR 111 | 3 CH. | Selection: |
| Major | COMM 170 | 3 CH. | Selection: |
| Gen Ed | Category B | 3 CH. | Selection: |
| Gen Ed | Category A4 | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Total | | 15 CH. | |

Third Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | COMM 241 | 3 CH. | Selection: |
| Gen Ed | Category A2 | 3 CH. | Selection: |
| Major | PRWR 226 | 3 CH. | Selection: |
| Gen Ed | Category C1 | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Total | | 15 CH. | Selection: |

Fourth Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | COMM 235 | 3 CH. | Selection: |
| Major | PRWR 216 | 3 CH. | Selection: |
| Gen Ed | Category C3 | 3 CH. | Selection: |
| Gen Ed | Category B | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Total | | 15 CH. | |

Fifth Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | COMM 319 | 3 CH. | Selection: |
| Gen Ed | Category D | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Major | PREL 310 | 3 CH. | Selection: |
| Gen Ed | Category D | 3 CH. | Selection: |
| Total | | 15 CH. | |

Sixth Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | PREL 250 | 3 CH. | Selection: |
| Major | COMM/PRWR Elective | 3 CH. | Selection: |
| Gen Ed | Category D | 3 CH. | Selection: |
| Major | Diversity Course | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Total | | 15 CH. | |

Seventh Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | PREL 380 | 3 CH. | Selection: |
| Major | COMM/PRWR Elective | 3 CH. | Selection: |
| Major | Diversity Course | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Total | | 15 CH. | |

Eighth Semester Plan

| | | | |
|--------------|---------------------|---------------|------------|
| Major | PREL 381 | 3 CH. | Selection: |
| Major | PREL 390 | 3 CH. | Selection: |
| Major | Diversity Course | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Elective | University Elective | 3 CH. | Selection: |
| Total | | 15 CH. | |

Additional Notes:

1. Students must have an average GPA of 2.5 among the major courses to remain in the major.
2. Course substitutions are written permission from the Dean of Liberal Arts and Sciences.
3. Public Relations major not declare a Public Relations minor.
4. Students must complete any prerequisites before enrolling in a course.

Program Plan Code: BS_PBRL

Effective Date: Fall 2018