

STUDENT:	STUDENT ID NUMBER:
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MAJOR PROGRAM

Writing and Design		
COURSE	CR	GRADE
WRI 111: JOURNALISM I	3	
WRI 216: WRITING FOR PUBLIC RELATIONS	3	
WRI 226: DESKTOP PUBLISHING: WRITING & EDITING NEWSLETTERS	3	
COM 319: INTEGRATED MARKETING COMMUNICATION	3	
TOTAL CREDITS	12	

Technique		
COURSE	CR	GRADE
COM 170: INTRODUCTION TO PUBLIC RELATIONS	3	
COM 235: PR CASES & CAMPAIGNS	3	
COM 241: PR PROCESSES & TECHNIQUES	3	
PRS 310: RESEARCH FOR PUBLIC RELATIONS	3	
PRS 250: PUBLIC RELATIONS ETHICS & LAW	3	
TOTAL CREDITS	15	

Professionalization		
COURSE	CR	GRADE
PRS 380: THE AGENCY EXPERIENCE, PART ONE	3	
PRS 381: THE AGENCY EXPERIENCE, PART TWO	3	
PRS 390: INTERNSHIP IN PUBLIC RELATIONS	3	
TOTAL CREDITS	9	

Electives <small>SELECT ANY TWO COURSES WITH COM, MKT, PRS, OR WRI PREFIX</small>		
COURSE	CR	GRADE
	3	
	3	
TOTAL CREDITS	6	

University Free Electives		
COURSE	CR	GRADE
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
	3	
TOTAL CREDITS	27	

CONCOMITANT COURSES

Diversity Concomitant
<i>CHOOSE ANY THREE COURSES FROM BELOW. OTHER COURSES MAY BE USED TO FULFILL REQUIREMENT WITH PERMISSION OF THE PR PROGRAM DIRECTORS</i>

- ANT/SOC 213: WORLD RELIGIONS
- ANT 215: GENDERS ACROSS CULTURES
- ANT/SOC 241: RACE & ETHNICITY
- ANT 245: LANGUAGE & IDENTITY
- ANT/PSY 290: CULTURE & PERSONALITY
- ENG 132: CONTEMPORARY GAY & LESBIAN LITERATURE
- ENG 137: EXPERIENCES IN AFRICAN AMERICAN LITERATURE
- ENG 234: ETHNIC AMERICAN LITERATURE
- ENG 238: AFRICAN DIASPORIC LITERATURE
- ENG/WGS 323: NATIVE AMERICAN WOMEN WRITERS
- HIS 150: MINORITIES IN AMERICAN HISTORY
- HIS 225: A HISTORY OF THE JEWISH PEOPLE IN MODERN TIMES
- HIS 240: AFRICAN AMERICAN HISTORY
- HIS 256: THE MODERN MIDDLE EAST
- PHI 40: INTRO TO ETHICS
- PHI 60: INTRO TO RELIGIOUS ETHICS
- PHI 113: ENVIRONMENTAL PHILOSOPHY
- PSY 208: PSYCHOLOGY OF GENDER
- PSY 217: PSYCHOLOGY AND THE LAW
- PSY 220: INDUSTRIAL / ORGANIZATIONAL PSYCHOLOGY
- PSY 240: SOCIAL PSYCHOLOGY
- SOC 207: FAMILIES & SOCIAL CLASS
- SOC/WGS 217: LGBTQ STUDIES
- SOC 235: SOCIOLOGY OF GENDER
- WGS 10: INTRO TO WOMEN'S STUDIES
- WGS 130: INTERPERSONAL COMMUNICATION
- WGS 271: SEXUALITIES & COMMUNICATION IN EVERYDAY LIFE
- WGS 285: GENDER COMMUNICATION
- WGS 329: FEMINIST AND GENDER THEORIES

COURSE	CR	GRADE
	3	
	3	
	3	
TOTAL CREDITS	9	

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 & SCIENCES.
3. PUBLIC RELATIONS MAJORS MAY NOT DECLARE A PUBLIC RELATIONS MINOR.
4. STUDENTS MUST COMPLETE ANY PREREQUISITES BEFORE ENROLLING IN A COURSE.

GRADUATION REQUIREMENTS						
		REQUIRED	✓		REQUIRED	✓
	GENERAL EDUCATION CREDITS	42-45		COMPREHENSIVE EXAM	PASS	
	PROGRAM CREDITS (MINIMUM)	51		MINIMUM QPA OVERALL	2.0	
	FREE ELECTIVES	27		MINIMUM QPA IN MAJOR	2.5	
	TOTAL CREDITS	120				

NAME	EFFECTIVE DATE AUGUST 27, 2018
ID NUMBER	VERSION 2188

KUTZTOWN

UNIVERSITY

DEGREE REQUIREMENTS

GENERAL EDUCATION

Student Learning Outcomes (SLO)

Upon completion of the requirements for the General Education Program, students will be able to:

- 1 communicate clearly and effectively orally and in writing.
- 2 apply scientific and quantitative reasoning to solve problems and increase knowledge.
- 3 apply skills in critical analysis and reasoning for the interpretation of data.
- 4 engage critically with creative or artistic works.
- 5 demonstrate the ability to retrieve, interpret, evaluate, and use information.
- 6 analyze the role of values, ethics, diversity, and multiple perspectives in local and global society.
- 7 demonstrate an understanding of various models for the development of the whole person.

Completion of the KU General Education program will give students opportunities to:

- 8 explore concepts, ideas, and methods from a variety of disciplines.

Use this checksheet to plan your degree program. Meet every semester with your academic advisor to be sure that you are taking courses that are required to obtain the degree you are seeking. Discuss your goals and choose courses that will help you to attain them. Get the most out of your education by taking advantage of everything that Kutztown University has to offer.

TOTAL GENERAL EDUCATION CREDITS 42-45

FIND A FULL EXPLANATION OF THE GENERAL EDUCATION PROGRAM AT WWW.KUTZTOWN.EDU

First Year Seminar: Discovering College	CREDITS REQUIRED	3
THIS COURSE MEETS SLO 5 & 7	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
FYS 100	First Year Seminar		

TRANSFER STUDENTS TRANSFERRING 15 CREDITS OR MORE AND NOT TRANSFERRING AN FYS OR FYE COURSE MAY SELECT ANY ADDITIONAL COURSE FROM SECTIONS A, B, C, OR D TO MEET THEIR FYS REQUIREMENT

TRANSFER ELECTIVE:

A	Communicating With And About the World	CREDITS REQUIRED	12
	THESE COURSES MEET SLO 1 & 5	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1	COMPOSITION 100 LEVEL CMP 1__		
2	COMPOSITION 200 LEVEL CMP 2__		
3	SPEAKING		
4	ANY WRITING (A2) OR SPEAKING COURSE (A3) OR FROM THE APPROVED LIST		

COURSES IN CATEGORIES B, C & D MUST BE TAKEN OUTSIDE THE STUDENT'S MAJOR. THE MAJOR IS DEFINED AS THE PREFIX THAT IDENTIFIES THE MAJOR. CONCOMITANT REQUIREMENTS MAY BE TAKEN TO MEET GENERAL EDUCATION REQUIREMENTS.

B	Understanding Self & Others	CREDITS REQUIRED	9
	THESE COURSES MEET SLO 3 & 6	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1			
2			
3			

C	Understanding Science & Technology	CREDITS REQUIRED	9-12
	THESE COURSES MEET SLO 2 & 3	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1	SCIENTIFIC INQUIRY		
2	QUANTITATIVE REASONING		
3	ANY COURSE APPROVED FOR C1 OR C2		

D	Understanding & Creating Ideas	CREDITS REQUIRED	9
	THESE COURSES MEET SLO 4 & 6	CREDITS EARNED:	

COURSE NUMBER	COURSE NAME	CR	GR
1			
2			
3			

Bachelor of Science in Public Relations Eight Semester Planner

First Year

Fall 1

___	3	GE: COM 010 Fundamentals of Oral Communication
___	3	GE: College Composition
___	3	GE: II.C.2
___	3	GE: FYS
___	3	GE: (11.B)
Total 15		

Spring 1

___	3	WRI 211 Journalism
___	3	COM 170 Intro to PR
___	3	GE: II.B
___	3	GE: II.A.4
___	3	Free Elective
Total 15		

Second Year

Fall 2

___	3	COM 241 Public Relations: Processes & Techniques
___	3	GE: CMP 200
___	3	WRI 226 Desktop Publishing: Writing & Editing
___	3	GE: II.C.1
___	3	Free Elective
Total 15		

Spring 2

___	3	COM 235 Public Relations Cases & Campaigns
___	3	WRI 216 Writing for Public Relations
___	3	GE: II.C.3
___	3	GE: II.B
___	3	Free Elective
Total 15		

Third Year

Fall 3

___	3	COM 319 Integrated Marketing Communication
___	3	COM/WRI Elective
___	3	GE: II.D
___	3	GE: II.D
___	3	Free Elective
Total 15		

Spring 3

___	3	PRS 310 Public Relations Research
___	3	PRS 250 Media Ethics & Law for Public Relations
___	3	GE: II.D
___	3	Concomitant 1
___	3	Free Elective
Total 15		

Fourth Year

Fall 4

___	3	PRS 380 The Agency Experience, Part One
___	3	COM/WRI elective
___	3	Concomitant 2
___	3	Free Elective
___	3	Free Elective
Total 15		

Spring 4

___	3	PRS 381 The Agency Experience, Part Two
___	3	PRS 390 Public Relations Internship
___	3	Concomitant 3
___	3	Free Elective
___	3	Free Elective
Total 15		