



**Department of Communication
Public Relations Major Checklist
For Students Entering Fall 2009 and later**

Name:
Student ID:
Catalog Year:

CORE COURSES (39 Hours)				
Course	Pre-req	Term	Grade/Xfer Credit	
EMB/JOU 110 (3)	Introduction to Mass Media			
JOU 220 (3) or EMB 265 (3)	Newswriting I Broadcast News Writing	ACT Eng 20+ and ENG 101		
CMST 220 (3)	Interpersonal Communication	CMST 101		
CMST 303 (3)	Organizational Communication	CMST 101		
CMST 340 (3) or JOU 370 (3)	Strategies of Persuasion Advertising	CMST 101 EMB/JOU 110		
PRE 375 (3)	Principles of Public Relations	EMB/JOU 110 & JOU 220/EMB 265		
PRE 376 (3)	Public Relations Writing	PRE 375 (pre-req or co-req)		
PRE 377 (3)	Public Relations Case Studies & Campaigns	PRE 375		
JOU 385 (3)	Law of Mass Communication	EMB/JOU 110 or junior standing		
PRE 385 (3) or JOU 492 (3)	Public Relations Research Methods Mass Comm Research Methods	PRE 375 JOU 220		
PRE 394 (3) or elective (3)	Special Topics in Public Relations Comm Dept 300-400 level elective	see catalog		
PRE 400 (3)	PR Planning & Account Management	PRE 375		
PRE 410 (3) or CMST 370 (3) or JOU 321(3)	Electronic Public Relations Advanced Public Speaking Publication Skills	PRE 376 CMST 101 EMB/JOU 110		

APPLIED EXPERIENTIAL COURSE (3 Hours) - Choose one				
Course	Pre-req	Term	Grade/Xfer Credit	
PRE 396 (3)	Public Relations Internship	PRE 375 & PRE 376		
PRE 499 (3)	Independent Study: Public Relations	Junior standing or instructor consent		

ADDITIONAL B.A. DEGREE REQUIREMENTS	
NKU General Education requirements (46-52 hours)	Consult the appropriate University Catalog and your advisor while completing other degree requirements. This checklist does not replace official graduation/degree candidacy documents that must be filed with the Registrar.
Minor or area of concentration (12-24 hours)	
Complete 120 total credit hours	
Complete 45 hours at the 300-400 level	

Students must have a grade of "C" or higher -OR- a GPA of 2.5+ in courses required for the PRE major.