

CURRICULUM GUIDE

Public Relations, B.A.

2024-2025

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The schedule below is an **EXAMPLE** of how you can arrange your class schedule. Please consult your advisor for specific changes that may need to be made.

	Fall Semester		Spring Semester	
Freshman Year	GSD 101	3	Gen. Ed. 1B (<i>ENG 102</i>)	3
	Gen. Ed. 1A (<i>ENG 101</i>)	3	Gen. Ed. 4 (Nat. Sci.)	3
	Gen. Ed. 2 (<i>Quant. Reasoning</i>)	3	Gen. Ed. 6 (<i>Diversity</i>)	3
	Gen. Ed. 1C (<i>Oral Comm.</i>)	3	Gen. Ed. 3A (<i>Arts</i>)	3
	Gen. Ed. 5B (<i>BEM 200</i>)	3	DES 256	3
	TOTAL	15	TOTAL	15
Sophomore Year	Gen. Ed. 3B (<i>Humanities</i>)	3	Gen. Ed. 5A (<i>History Perspective</i>)	3
	Gen. Ed. 4 (Nat. Sci.)	3	Gen. Ed. 6 (<i>Diversity</i>)	3
	PUB 275	3	PUB 305	3
	PUB 320	3	PUB 380	3
	PUB 325	3	PUB 410 or CMS 302	3
	TOTAL	15	TOTAL	15
Junior Year	PUB 416 or BEM 415	3	PUB 490 or PUB 490S	3
	PUB 425	3	BEM 305W	3
	PUB 470 or PUB 349	1	MKT 301	3
	Free Elective	3	BEM 295	4
	BEM 203	3	Free Elective	3
	TOTAL	13	TOTAL	16
Senior Year	PUB 491	1	PUB 475	3
	BEM 405	3	PUB/BEM/MGT Elective	3
	PUB/BEM/MGT Elective	3	Free Elective	3
	Free Elective	3	Free Elective	3
	Free Elective	3	Free Elective	3
	TOTAL	14	TOTAL	16
Apply for Graduation				
TOTAL		14	TOTAL	16
TOTAL HOURS TO DEGREE COMPLETION				120

Course Number	Course Name
GENERAL EDUCATION & UNIVERSITY REQUIREMENTS (39)	
GSD 101	Student Success Seminar (3)
MAJOR CORE COURSE REQUIREMENTS (54)	
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 <i>or</i> CMS 302	Social Media and Public Relations (3)
PUB 416 <i>or</i> BEM 415	Social Media Messaging for Org (3)
PUB 425	Media Ethics (3)
PUB 470 <i>or</i> PUB 349	Media Ethics (3)
PUB 475	Crisis & Risk Communication (3)
PUB 490 <i>or</i> PUB 490S	Public Relations Internship (1-3)
PUB 491	Applied Learning in Public Relations (0.5-8)
BEM 295	Public Relations Case Studies (3)
BEM 305W	Public Relations Campaigns (3)
BEM 405	Public Relations Campaigns (3)
DES 256	Senior Seminar in Public Relations (1)
MKT 301	Video Production (4)
PLUS SIX (6) HOURS selected from the following:	
PUB 385 <i>or</i> PUB 385S	Storytelling & Feature Writing (3)
PUB 390	Media Law (3)
PUB 480	Graphic Design for Non-Majors (3)
PUB 499	Principles of Marketing (NB) (3)
BEM 325	PR Event Planning & Management (3)
BEM 395	PR Event Planning & Management (3)
BEM 499	Fundraising (3)
MGT 301	Integrated Communications (3)
SUPPORTING COURSE REQUIREMENTS (3)	
G BEM 200	Independent Study in Public Relations (1-3)
FREE ELECTIVES (24)	

G Course also satisfies a General Education element. Hours are included within the 36 hours in General Education.

Upper division courses: All students are required to have a minimum of 42 hrs. upper division (300-level or above) courses distributed throughout Major/Supporting/Gen Ed/Free Electives categories. If 300 level classes are taken for Gen. Ed., they can be used to fulfill the 42 hours instead of upper division free electives.

Refer to the University Catalog at <http://www.catalogs.eku.edu/> regarding University and General Education Requirements.