



**Department of Communication  
Public Relations Major Checklist  
For Students Entering Fall 2007 and later**

<b>Name:</b>
<b>Student ID:</b>
<b>Catalog Year:</b>

<b>CORE COURSES (36-38 Hours)</b>				
<b>Course</b>	<b>Pre-req</b>	<b>Term</b>	<b>Grade/Xfer Credit</b>	
EMB/JOU 110 (3)	Introduction to Mass Media			
JOU 220 (3) <b>or</b> EMB 265 (3)	Newswriting I Broadcast News Writing	ACT Eng 20+ and ENG 101		
CMST 220 (3)	Interpersonal Communication	CMST 101		
MGT 205 (3) <b>or</b> CMST 303 (3)	Intro to Business & Management Organizational Communication	Soph standing CMST 101		
MKT 305 (3)	Principles of Marketing	Junior standing		
CMST 340 (3) <b>or</b> 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		
JOU 346 (4) <b>or</b> JOU 371 (3) <b>or</b> PRE 376 (3)	Copy Editing and Layout Advertising Copywriting Public Relations Writing	JOU 220 JOU 370 PRE 375		
PRE 377 (3)	Public Relations Case Studies & Campaigns	PRE 375		
JOU 321 (4) <b>or</b> CMST 370 (3) <b>or</b> PRE 410 (3)	Publication Skills Advanced Public Speaking Electronic Public Relations	EMB/JOU 110 CMST 101 PRE 376		
JOU 385 (3)	Law of Mass Communication	EMB/JOU 110 or junior standing		
JOU 492 (3)	Mass Comm Research Methods	JOU 220 or CMST 220		

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

<b>ADDITIONAL B.A. DEGREE REQUIREMENTS</b>	
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 128 total credit hours	
Complete 45 hours at the 300-400 level	

**Students must have a GPA of 2.0+ in courses required for the PRE major.**