

CURRICULUM GUIDE

B.A. Public Relations

Website: www.communication.eku.edu

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School of Communication

521 Lancaster Ave.

Richmond, KY 40475

859-622-7494

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	ASO 100	1	BEM 295	4
	BEM 202	3	ECO 120	3
	BEM 203	3	Gen. Ed/Elective	3
	Gen Ed/ Elective	3	Gen Ed/Elective	3
	Gen Ed/Elective	3	Gen Ed/Elective	3
	Gen Ed/Elective	3		
	TOTAL	16	TOTAL	16
Sophomore Year	MKT 301	3	BEM 305W	3
	Gen Ed/Elective	3	Gen Ed/Elective	3
	Gen Ed/ Elective	3	Gen Ed/Elective	3
	Gen Ed/Elective	3	Gen Ed/Elective	3
	Gen Ed/Elective	3	Gen Ed/Elective	3
TOTAL	15	TOTAL	15	
Junior Year	PUB 412	3	PUB 475	3
	PUB 320	3	PUB 380	3
	PUB 375	3	Gen Ed/Elective	3
	Gen Ed/Elective	3	Gen Ed/Elective	3
	Gen Ed/Elective	3	Gen Ed/Elective	3
TOTAL	15	TOTAL	15	
Senior Year	PUB 410	3	PUB 490	3
	PUB 470	1	PUB 491	1
	PUB 475	3	PUB 425	3
	BEM 325	3	COMM 300	0
	Gen Ed/Elective	3	BEM 415	3
			Gen Ed/Elective	3
	TOTAL	13	TOTAL	14
TOTAL HOURS TO DEGREE COMPLETION 120				

* **PREREQUISITES:** Consult with your advisor and/or the University catalog regarding prerequisites for upper division PUB courses.

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Course Number	Course Name
GENERAL EDUCATION & UNIVERSITY REQUIREMENTS 36 HOURS	
ASO 100	Academic Success Seminar
PUB CORE COURSES required by all PUB students	
BEM 295 (4)	Video Production 1
BEM 202	Information Gathering
BEM 203	Introduction to Media Writing
BEM 305W	Storytelling and Feature Writing
ECO 120 OR 130 OR 230 OR 231	
MKT 301	Principles of Marketing
PUB 412 OR BEM 412	Web Development
PUB 320 OR BEM 320	Design
PUB 375	Public Relations Principles
PUB 380	Public Relations Writing
PUB 410 OR PUB 410S	Social media and Public Relations
PUB 470 (1) OR PUB 349 (1)	
PUB 475	Advanced Public Relations
PUB 490 OR PUB 490S	Public Relations Campaigns
PUB 491 (1)	Senior Seminar
PUB 425	Crisis and Risk Communication
PUB ELECTIVES (Select 6 hours from the following)	
BEM 325	Photojournalism
BEM 415	Media Ethics
COMM 400	Studies in Communication
PUB 325 OR PUB 325S	Advertising Strategy and Practice
PUB 385 OR PUB 385S	Event Planning and Management
PUB 390	Fundraising
PUB 400	Studies in Public Relations
PUB 415S	Public Relations in Performing
PUB 480	Integrated Communications Strategies
PUB 499	Independent Study in Public Relations
PUB 520	Integrated Public Relations
MGT 301	Principles of Management
FREE ELECTIVES 23 HOURS	
EXIT REQUIREMENT	
COMM 300	