

Northwest Missouri State University - Kansas City

Kansas City Kansas Community College

Bachelor Completion Program in Communication: Public Relations

Fall

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|--------|-----------------------------|---|
| 29-260 | Public Relations Techniques | 3 |
| 29-210 | Communication Theory | 3 |
| 29-230 | Public Speaking | 3 |
| 55-330 | Principles of Marketing | 3 |
| 29-225 | Intercultural Communication | 3 |

Total: 15 credit hours

Spring

| | | |
|--------|--------------------------------|---|
| 29-360 | Principle of Public Relations | 3 |
| 29-310 | Communication Research Methods | 3 |
| 20-333 | Social Media Strategies | 3 |
| 20-130 | Professional Media Writing | 3 |
| 29-336 | Nonverbal Communication | 3 |

Total: 15 credit hours

Summer

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| 29-402 | Current Topics | 3 |
| 29-469 | Internship Public Relations | 4 |

Total: 7 credit hours

Fall

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|--------|--|---|
| 29-460 | Public Relations Problems: Cases, Concepts and Campaigns | 3 |
| 20-243 | Media Design | 3 |
| 29-232 | Small Group Communications | 3 |
| 10-430 | Writing/Online Age | 3 |
| 29-432 | Org Communication | 3 |

Total: 15 credit hours

Spring

| | | |
|--------|-----------------------------|---|
| 29-498 | Senior Capstone | 3 |
| 29-420 | Crisis Communication | 3 |
| 29-332 | Propaganda & Persuasion | 3 |
| 55-333 | Consumer Behavior | 3 |
| 29-335 | Interpersonal Communication | 3 |

Total: 15 credit hours

Advanced Standing

Students majoring in the communication programs must complete English Composition (6 hours), Oral Communication (3 hours), and Mathematics (3-4 hours) by the end of the sophomore year. A student must achieve a cumulative grade point average of 2.00 for all courses listed above. No major in the school may be enrolled in and pursue advanced school courses (numbered 300 or above) until these courses and the specific advanced standing requirements for the student's major are met.

Students seeking exemption, or who are not granted advanced standing in communication may appeal by submitting a written petition to the Director of the School of Communication and Mass Media.

Communication Majors

Students seeking a major or a minor in communication are expected to demonstrate a capacity to integrate principles of spoken and written communication and sufficient commitment to expand their knowledge in order to successfully pursue advanced study.

To achieve communication advanced standing, a student must have completed at least six hours of 200-level courses or equivalent in communication.



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