

# Northwest Missouri State University - Kansas City Metropolitan Community College

## Bachelor Completion Program in Communication: Public Relations

### Fall

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

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

**Total: 7 credit hours**

### Fall

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.