

Public Relations, B.S.

Program Description

The Public Relations major at Kennesaw State University offers a professionally-focused, marketplace-relevant, and theoretically-rigorous academic program for aspiring public relations communicators throughout Metro Atlanta and Northwest Georgia. Kennesaw State is one of only three universities in the state of Georgia to offer a specific major in the ever-evolving discipline of Public Relations. The major offers students a public relations education that includes public relations principles, case study analysis, public relations writing, crisis communication, graphic design for organizational publications, persuasion methods and strategies, and use of social media and other multi-media communication strategies in public relations. Internships and study tours to New York and Atlanta public relations agencies supplement the traditional classroom and online learning settings.

The major requires 18 credit hours of lower division course work (1000–2000 level) comprising various offerings, both inside and outside of the communication discipline, that serve as important groundwork leading to advanced studies. Lower division offerings include basic courses in communication research, visual communication, public speaking, writing, information systems, and an introductory course relevant to the student's selected program of study.



This program is a part of the Norman J. Radow College of Humanities and Social Sciences.

Admission, Enrollment, and Graduation Policies

Admission Requirements

Admission to the Media and Entertainment program is separate from Admissions to Kennesaw State University. Students must meet the admission requirements to pursue this degree program, outlined below.

- All communication and media majors must earn a grade of 'C' or better in all communication and media courses counted toward their degree and pass the Communication Entrance Exam with a score of 78% or higher. Students who fail to pass the grammar test in three attempts must pursue majors in other departments.
- Meet the School of Communication & Media (SOCM) Sophomore GPA requirement. This Sophomore GPA requirement consists of combined adjusted 2.75 GPA in the following five courses:

- COMM 2020: CSI: Communication Sources and Investigations
- COMM 2033: Visual Communication
- COMM 1110: Public Speaking
- COMM 2135: Writing for Public Communication
- COMM 2240: Communication Law, Ethics and Diversity
- Achieve a satisfactory score of 78% or higher the SOCM Entrance Exam. Students may take the test no more than three times. ***This Entrance Exam requirement will be waived for students in this catalog year.***

Graduation Requirements

Each student is expected to meet the requirements outlined in Academic Policies 5.0
PROGRAM REQUIREMENTS & GRADUATION.

Program Course Requirements

Core IMPACTS Curriculum (42 Credit Hours)

General Education Core IMPACTS Curriculum

Statistics Pathway

This program recommends the Statistics Pathway with students taking the following courses in the General Education Core IMPACTS: STAT 1401 in Mathematics & Quantitative Skills, and DATA 1501 in Applied Math.

Core Field of Study (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

- COMM 2020: CSI: Communication Sources and Investigations
- COMM 1110: Public Speaking
- COMM 2033: Visual Communication
- COMM 2135: Writing for Public Communication
- COMM 2240: Communication Law, Ethics and Diversity
- COMM 2230: Introduction to Mass Communication

Major Requirements (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

- COMM 3435: Communication Research Methods
- PR 3335: Public Relations Principles
- PR 3355: Public Relations Cases

- PR 3375: Public Relations Writing
- PR 4460: Crisis Communication
- PR 4465: Public Relations Campaigns (Capstone)

Major Electives (18 Credit Hours)

Students must earn a grade of "C" or better in these courses.

Public Relations Electives (15 Credit Hours)

Note: Only 3 credit hours of COMM 3398 can count toward a student's major elective hours.

Select 15 credit hours from the following list of courses:

- COMM 3340: Digital Media Production
- COMM 3350: Editing for Today's Media
- COMM 3398: Internship in Communication
- JOUR 3310: Concepts in New Media
- JOUR 3330: News Reporting and Writing
- JOUR 4420: Advanced Media Writing
- JOUR 4470: Media Law
- PR 3380: PR Strategies and Tactics
- PR 3385: International Public Relations
- PR 3429: Persuasion Methods and Strategies
- PR 4210: Social Media for Strategic Communication
- PR 4405: Digital Publication Design
- PR 4415: Topics in Public Relations
- PR 4425: Media Relations
- PR 4495: Public Relations Study Tour
- PR 4605: Magazine Media
- PR 4670: Crisis Leadership Communication

Related Studies (3 Credit Hours)

Select 3 credit hours of 3000-4000 level coursework not previously taken from the following prefixes: PR, COM, JOUR, MENT, ORGC.

The list below provides recommended electives for Public Relations majors. Please take into account any prerequisites required.

COMM 3398 may be repeated.

- COMM 3315: Interviewing
- COMM 3320: Health Communication
- COMM 3340: Digital Media Production
- COMM 3350: Editing for Today's Media
- COMM 3398: Internship in Communication
- COMM 4200: Directed Applied Research
- COMM 4400: Directed Study
- COMM 4490: Special Topics in Communication
- COMM 4499: Senior Thesis
- JOUR 3310: Concepts in New Media
- JOUR 3330: News Reporting and Writing
- JOUR 3360: Photojournalism
- JOUR 4420: Advanced Media Writing
- JOUR 4470: Media Law
- ORGC 3325: Intercultural Communication
- ORGC 3376: Interpersonal Communication
- ORGC 4440: Leadership Communication
- PR 3380: PR Strategies and Tactics
- PR 3385: International Public Relations
- PR 4210: Social Media for Strategic Communication
- PR 4405: Digital Publication Design
- PR 4415: Topics in Public Relations
- PR 4495: Public Relations Study Tour
- PR 4605: Magazine Media
- PR 4670: Crisis Leadership Communication

University Electives (24 Credit Hours)

In accordance with KSU Graduation Policy, students must earn a grade of "D" or better in these courses while maintaining a minimum 2.00 cumulative GPA.

Upper-Division Electives (12 Credit Hours)

Select 12 credit hours of 3000–4000 level coursework from the University Catalog. These hours do not have to be taken in a single discipline, but should relate to a particular interest or career goal.

Free Electives (12 Credit Hours)

Select 12 credit hours of 1000–4000 level coursework from the University Catalog.

Program Total (120 Credit Hours)

Embedded Certificate

Upon completion of the degree requirements and selection of specific courses in either sub-fields, Upper-Division Major Electives, or Related Studies students may earn the following certificates: Political Communication Certificate - Embedded. Students, please consult with your academic advisor regarding declaration of a certificate.