

## FRANKLIN UNIVERSITY - COMPLETION GUIDE

### Bachelor's Degree - PUBLIC RELATIONS

124 Semester Credit Hours

Effective Fall 2009 - Summer 2010

This document is an **unofficial, informational** guide.

Please review Franklin University's **ACADEMIC BULLETIN** for transfer policies and degree requirements.  
For an official transfer degree audit, complete Franklin University's **FREE** application.

### COMMUNITY COLLEGE COURSES

#### GENERAL EDUCATION CORE

<input type="checkbox"/>	College Writing	<input type="checkbox"/>	Introduction to Sociology
<input type="checkbox"/>	Mathematics (beyond Intermediate Algebra) *	<input type="checkbox"/>	Speech Communication
<input type="checkbox"/>	Science Area (2 courses with 1 having a laboratory component)	<input type="checkbox"/>	Introduction to Logic & Critical Thinking Skills
<input type="checkbox"/>	Social/Behavioral Science Area (2 courses in different disciplines)	<input type="checkbox"/>	Introduction to Spreadsheets
<input type="checkbox"/>	Arts and Humanities Area (2 courses)	<input type="checkbox"/>	Introduction to Web Authoring
<input type="checkbox"/>	Statistical Concepts	<input type="checkbox"/>	Algebra Competency
<input type="checkbox"/>	General Psychology		

\* One mathematics or statistics course beyond intermediate level. May select from College Algebra, Calculus, Finite Mathematics, Statistics or Business Calculus. If statistics is used for the mathematics requirement, an additional general education elective will be required.

#### PROFESSIONAL CORE BRIDGE

<input type="checkbox"/>	Management Theory and Practices	<input type="checkbox"/>	Business Communication
<input type="checkbox"/>	Interpersonal Communication	<input type="checkbox"/>	Marketing

#### MAJOR AREA BRIDGE

Public Relations

#### ELECTIVE BRIDGE COURSES

Non-Developmental level courses taken at your community college and not applied directly toward another Bridge requirement will be applied to this area. **An official evaluation of transfer credit will determine the need for electives.** If you need additional courses to meet the hours required for your bachelor's degree, please select business or computer related courses from those offered at your community college. Other courses may be acceptable in this area. **Please see your Franklin University SSA for approval prior to taking the course.**

### FRANKLIN UNIVERSITY COURSES

#### COMPLETION (40 SEMESTER HOURS)

**It is recommended to take PF 321 before beginning any Community College course work after the conclusion of your Associate Degree.**

#### PROFESSIONAL FOUNDATIONS (6 SEMESTER HOURS)

<input type="checkbox"/>	PF 321 Learning Strategies	** must be taken prior to the start of all other Franklin courses
<input type="checkbox"/>	HUMN 305 Global Issues	

#### PROFESSIONAL CORE (8 SEMESTER HOURS)

<input type="checkbox"/>	COMM 315 Communication Ethics
<input type="checkbox"/>	PSYC 204 Principles of Motivation

#### MAJOR AREA (24 SEMESTER HOURS)

<input type="checkbox"/>	PBRL 350 Media Research & Writing
<input type="checkbox"/>	PBRL 425 Crisis & Media Communication
<input type="checkbox"/>	PBRL 445 Public Relations & Promotional Strategy
<input type="checkbox"/>	PBRL 450 Rhetoric & Social Influence
<input type="checkbox"/>	PBRL 495 Public Relations Capstone

#### MAJOR AREA ELECTIVE (SELECT 1 COURSE FROM THE FOLLOWING LIST)

MIS 320 Technical Communication  
MKTG 350 Persuasive Strategies: Influencing Business & Consumer Decisions  
MKTG 430 Relationship Marketing  
ORGC 321 Organizational Communication  
ORGC 335 Communication in Groups & Teams  
ORGC 460 Strategic Communication

#### UNIVERSITY ELECTIVES (2 SEMESTER HOURS)

Select an additional 2 semester hours from any Franklin University course offering at the 300 or 400 level.  
Additional Major Area Electives are recommended. **Contact your SSA for other options.**