



Northwest Missouri State University
 School of Communication & Mass Media
 Bachelor of Arts in Communications: Public Relations Emphasis

First Year					
First Trimester			Second Trimester		
77-101	University Seminar	1	29-225	Intercultural Communication	3
10-111	Composition I	3	10-112	Composition II	3
29-102	Fundamentals of Oral Comm.	3	34-102	American Government & Politics	3
33-155/56	American Experience	3	43-101	Theatre Appreciation*	3
44-130	Computers & Information Tech	3		Modern Language	3
Total Hours		13	Total Hours		15
Second Year					
First Trimester			Second Trimester		
20-130	Professional Media Writing	3	29-260	Public Relations Techniques	3
29-230	Public Speaking	3		Area of Emphasis Requirement	3
10-220	Introduction to Literature	3		Life Sciences & Lab	4
29-210	Communication Theory**	3		Math Requirement*	3
	Elective	3		Modern Language**	3
Total Hours		15	Total Hours		16
Summer Trimester					
Third Year					
First Trimester			Second Trimester		
29-360	PR Principles**	3	29-460	PR Cases and Problems **	3
29-332	Propaganda & Persuasive Comm**	3	29-465/401**	Crisis Comm. or Symposium	3
55-330	Principles of Marketing	3	20-333	Social Media Strategies	3
29-232	Small Group Communication	3	29-310	Comm. Research Methods	3
	Physical sciences & Lab	4		Social & Behavioral Science	3
Total Hours		16	Total Hours		15
Summer Trimester					
29-469	Summer Internship in PR	3			
Fourth Year					
First Trimester			Second Trimester		
29-495	Senior Capstone**	3	29-465/401**	Crisis Comm or Symposium	3
29-335	Interpersonal Communication	3		Global Experiences	3
10-315/430/512	English Requirement	3		Western Experiences	3
	Social & Behavioral Science	3		Elective	1
				Elective	3
Total Hours		12	Total Hours		13

*Recommended courses

**Courses offered once per calendar year.

While only one internship is required; a second one is strongly recommended.

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.



THE NORTHWEST DIFFERENCE

Comprehensive **communication majors emphasizing in public relations** learn methods to understanding targeted audiences, and explaining products, services and missions to a specific audience. Faculty focus on oral, written and verbal communication skills as well as problem-solving skills to effectively meet the needs of management and the targeted audience.

All faculty members teaching public relations classes have professional experience, providing practical knowledge as well as professional contacts in the field.

CAREER OPPORTUNITIES

93% of students who graduate with a degree in comprehensive communication with an emphasis in public relations obtain employment or continue their education within six months after graduation. Job titles related to this major include:

- Political strategist and lobbyist
- Non-profit fundraiser
- Event planner
- Speech writer
- Press agent
- Communications director
- Public information officer

PROFESSION-BASED LEARNING

Knacktive combines six disciplines (computer science, English, art, marketing, mass media and public relations) into a trimester-long interactive and collaborative course. Teams of students conduct market research, analyze data, write creative strategies, and develop an integrated, digital marketing communication campaign and promotional materials for a real-world client.

At the end of each course, teams pitch their ideas to convince the client to implement their plans. The experience prepares students for careers with digital marketing and advertising agencies who are competing for clients.

Past Knacktive include LasikPlus Vision, Science City at Kansas City's Union Station, Tri-State Ford, Horace Mann Laboratory School, DecisionFx and Hy-Vee.

Internships are required with this major. Northwest offers many on-campus internships in addition to opportunities to network and gain internships with regional and nationally known agencies. Northwest public relations students have landed internships at agencies and organizations including:

- Mix 93.3 (Kansas City)
- Worlds of Fun
- MacDonnell Douglas
- Defenbaugh Industries
- Bernstein Rein Advertising
- Marriot Hotels
- St. Luke's Hospital
- Kansas City Sports Commission
- Kansas City Chiefs
- Northwest Office of Communication and Marketing
- VML
- Cerner



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