

FRANKLIN UNIVERSITY - COMPLETION GUIDE

Bachelor's Degree - PUBLIC RELATIONS

124 Semester Credit Hours

Effective Fall 2011 - Summer 2012

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

Franklin University Course	Columbus State Community College Course
GENERAL EDUCATION CORE	
<input type="checkbox"/> College Writing.....	[ENGL 101 Beginning Composition AND ENGL 102 Essay and Research] OR ENGL 111 English Composition
<input type="checkbox"/> Mathematics (beyond Intermediate Algebra) *.....	Select from College Algebra, Calculus, Finite Mathematics, Stats, etc.
<input type="checkbox"/> Science Area (2 courses with 1 having a laboratory component).....	Select from courses such as Chemistry, Biology, Physics, etc.
<input type="checkbox"/> Social/Behavioral Science Area (2 courses in different disciplines).....	Select from courses such as Anthropology, Sociology, Psychology, etc.
<input type="checkbox"/> Arts and Humanities Area (2 courses).....	Select from courses such as Philosophy, Literature, Ethics, etc.
<input type="checkbox"/> Statistical Concepts	MATH 135 Elementary Statistics
<input type="checkbox"/> General Psychology.....	PSY 100 Introduction to Psychology
<input type="checkbox"/> Introduction to Sociology.....	SOC 101 Introduction to Sociology
<input type="checkbox"/> Speech Communication.....	COMM 105 Speech OR COMM 110 Conference and Group Discussion
<input type="checkbox"/> Introduction to Logic & Critical Thinking Skills.....	PHIL 150 Introduction to Logic
<input type="checkbox"/> Introduction to Spreadsheets.....	BOA 172 Excel OR CIT 101 PC Applications I OR CIT 102B PC Business Excel
<input type="checkbox"/> Introduction to Web Authoring.....	IMMT 112 Fundamentals of Interactive Design OR IMMT 262 Web Publishing Site Design OR IMMT 283 Web Communications (Adobe Dreamweaver)
<input type="checkbox"/> Algebra Competency.....	MATH 104 Intermediate Algebra
<p>* 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.</p>	
PROFESSIONAL CORE BRIDGE	
<input type="checkbox"/> Principles of Management.....	BMGT 111 Management
<input type="checkbox"/> Interpersonal Communication.....	COMM 232 Interpersonal Communication
<input type="checkbox"/> Business Communication.....	COMM 200 Business Communications OR COMM 204 Technical Writing
<input type="checkbox"/> Marketing.....	MKTG 111 Marketing Principles
MAJOR AREA BRIDGE	
<input type="checkbox"/> Public Relations.....	Not available at your institution. Please take PBRL 325 with Franklin.
ELECTIVE BRIDGE COURSES	
<p>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 Academic Advisor for approval prior to taking the course.</p>	

KEY: Preliminary Evaluation

P = Partial Transfer

X = Completed

? = Unsure

= Needs to be Completed

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's Degree.

PROFESSIONAL FOUNDATIONS (6 SEMESTER HOURS)

- PF 321 Learning Strategies
 - HUMN 305 Global Issues
- ** must be taken prior to the start of all other Franklin courses

PROFESSIONAL CORE (8 SEMESTER HOURS)

- COMM 315 Communication Ethics
- PSYC 204 Principles of Motivation

MAJOR AREA (24 SEMESTER HOURS)

- PBRL 350 Media Research & Writing
- PBRL 425 Crisis & Media Communication
- PBRL 445 Public Relations & Promotional Strategy
- PBRL 450 Rhetoric & Social Influence
- PBRL 495 Public Relations Capstone

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

- MIS 320 Technical Communication
- MKTG 350 Persuasive Strategies
- MKTG 430 Relationship Marketing
- COMM 321 Organizational Communication
- COMM 335 Communication in Groups & Teams
- PF 355 Introduction to Grant Writing for Non-Profits

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 Academic Advisor for other options.

