

General Studies/Transfer Studies AA Public Relations-Concentration

Liberal Arts & Transfer Studies Division

Program Description:

This program will provide graduates with an associate's degree that will lead to a bachelor's degree in Public Relations. This major prepares students to prepare media releases, publications, speeches, and create campaigns. Graduate will be able to manage and counsel companies/organization in building and improving their relations with their various publics.

Career Outlook:

Employment of advertising, promotions, and marketing managers is expected to grow 14 percent from 2010 to 2020, as fast as the average for all occupations. Advertising, promotions, and marketing will continue to be essential for organizations as they seek to maintain and expand their share of the market.

Employment Opportunities:

Advertising
Promotions
Marketing

Salary Forecast:

For them most current salary information please refer to the Bureau of Labor Statistics "Occupational Outlook Handbook" found at www.bls.gov/ooh/.

Contact Information:

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Our mission is to prepare students for careers, civic responsibility and life-long learning.

General Studies/Transfer Studies Major Code-CG10 • Public Relations Concentration Code-CG13				
Name:			ID Number 942-	
CAPS SCORES:	MATH:	ENGLISH:	READ:	DOE:
COL 101 Faculty:				
Educational Counselor:				
Faculty Advisor:				

COURSE	REQUIREMENTS	SEM	HRS	GR	SUBSTITUTE/REPEAT CRS	SEM	CR
ART 101	Introduction to Visual Arts		3				
COL 101	New Student Seminar		3				
ENL 111	Written Communication ¹		3				
HIST 103	U.S. History to 1877 ²	F	3				
MAT 120	Applied Professional Mathematics ³		3				
PSYC 200	General Psychology ²		3				
BIOL 101/101L	General Biology with Lab ²		4				
COM 112	Oral Communication ²		3				
COM 130	Mass Communication and Culture ²	S	3				
ENL 115	Written Communication ⁴		3				
MK 130	Fundamentals of Marketing ²		3				
ENL 201	Introduction to Literature ⁵		3				
HIST	History Elective ⁶		3				
MK 210	Customer Service ⁷		3				
SCI 201	Integrated Science: Health, Law & Env ⁸		4				
SPAN 101	Introductory Spanish I ⁹	F	3				
COM 230	Principles of Public Relations ²	S	3				
EC 201	Fundamentals of Microeconomics ²		3				
HMN 235	Leadership Dev. Studies ^{10,11}		3				
MK 279	Advertising Merchant ²		3				
SPAN 102	Introductory Spanish II ¹²	S	3				

DEVELOPMENTAL COURSES REQUIRED

COURSE	REQUIREMENTS	SEM	HRS	GR	SUBSTITUTE/REPEAT CRS	SEM	CR
	REQUIRED HOURS FOR GRADUATION: 65						

¹ENL 111 has a prerequisite of placement in 100-level English, and placement in 100-level reading.

²BIOL 101, COM 112, COM 130, EC 201, HIST 103, HIST 104, MK 130, MK 279 and PSYC 200 have a prerequisite of placement in 100-level reading.

³MAT 120 has a prerequisite of placement in 100-level mathematics.

⁴ENL 115 has a prerequisite of ENL 111.

⁵ENL 201 has a prerequisite of ENL 115.

⁶Choose from HIST 103 or HIST 104.

⁷MK 210 has a prerequisite of COM 112.

⁸SCI has a prerequisite of MAT 120, MAT 145, or MAT 150.

⁹SPAN 101 has a prerequisite of placement in 100-level English.

¹⁰HMN 235 has a prerequisite of COM 111 or ENL 111 with a "C" or better.

¹¹HMN 235 is the capstone course for this program and should be taken during the student's final term.

¹²SPAN 102 has a prerequisite of SPAN 101.

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