

PUBLIC RELATIONS

Associate of Art / Associate of Science degree



Program and Career Description:

The Public Relations emphasis is a two-year program for students planning to complete a bachelor's degree at a four-year school. Public relations specialists serve as advocates for businesses, universities, hospitals, and other organizations. They build and maintain positive relations with the public. A few selected careers are listed below.

Career	Median Experience - Average wage
Management of Businesses	\$55,530
Advertising and Public Relations	\$55,290
Local Government	\$51,340

Career and salary information taken from www.bls.gov. Check out this web site for additional information about education requirements and preferred work styles and abilities for these careers. Salaries are not guaranteed.

Transfer Options

This emphasis is not currently a part of the Tennessee Transfer Pathway which is part of the "The Complete College Act of 2010", and therefore; it may not be fully transferable. Since general education and major requirements vary from one transfer institution to another, it is essential that transfer students decide on a transfer institution as soon as possible and refer to the major requirements in that institution's catalog when planning a program of study. The requirements of the emphasis may be modified upon request to meet the requirements in that major at a specific transfer college or university.

Articulation agreements exist between other private and non-TN public institutions. These agreements are available at www.columbiastate.edu/admissions/transfer-information.



PUBLIC RELATIONS

Major in University Parallel with Emphasis in Public Relations (A.A., A.S.)

Program Requirements

Students may be required to take additional Learning Support courses.

Communications Requirement

COMM 2025 or COMM 2055
ENGL 1010, 1020

History Requirement (Take 2 courses)

HIST 2010, 2020, 2030, 2310, 2320

Humanities/Fine Arts (Take 3 courses -- one must be a literature course)

ART 1035, 2000, 2020

ENGL 2160, 2860

HUM 1010, 1020

MUS 1030

PHIL 1030, 1040, 2200

THEA 1030

Literature Options: ENGL 2055, 2130, 2235, 2310, 2320

Natural Sciences Requirement (Take 2 courses)

ASTR 1030

BIOL 1080 (must not take with another BIOL)

BIOL 1110, 1120, 2010, 2020

CHEM 1110, 1120

ESCI 1010, 1020

PHYS 2010, 2020, 2110, 2120

PSCI 1030

Mathematics Requirement (Take one course)

MATH 1010, 1130, 1530, 1630, 1710, 1720, 1730, 1830, 1910

Social/Behavioral Sciences (Take 2 courses)

ANTH 1230, 1430

ECON 2100, 2200

GEOG 2010

MCOM 1110

PHED 2120

POLS 1010, 1030, 2025, 2035

PSYC 1030, 2130

SOCI 1010, 1040, 2010

Major Required Courses

COLS 101

COMM 1020, 2450

MCOM 1110

Electives**

**Note: An elective can be any college-level course.

If you have completed TN eCampus courses, run a degree audit from the student tab in myChargerNet to determine how these courses apply to this program.

Requirements for Graduation include:

- earning 25% of total program credits in residence at Columbia State.
- earn a cumulative GPA of 2.0 or higher.
- taking the Exit Exam.

Sample Academic Plan

First Year – Fall Semester

___ ENGL 1010	English Composition I	3
___ Social/Behavioral Science		3
___ History Requirement		3
___ Mathematics Requirement		3
___ MCOM 1110	Media and Social Institutions	3
___ COLS 101	Columbia State College Success	1
		16

First Year – Spring Semester

___ ENGL 1020	English Composition II	3
___ COMM 2025	Fundamentals of Communication or	
___ COMM 2055	Argumentation and Debate	3
___ Social/Behavioral Science		3
___ Elective**		3
___ COMM 1020	Media Writing	3
		15

Second Year – Fall Semester

___ Literature Requirement		3
___ History Requirement		3
___ Natural Science Requirement		4
___ Humanities/Fine Arts		3
___ COMM 2450	Introduction to Public Relations	3
		16

Second Year – Spring Semester

___ Natural Science Requirement		4
___ Humanities/Fine Arts		3
___ Electives**		6
		13

TOTAL CREDIT HOURS 60

**If pursuing the A.A. degree, 6 of the 10 electives must be one-year sequence of the SAME foreign language. Requirements for a Bachelor of Arts Degree at universities include demonstrated competency in foreign language at the intermediate level. Community college students are encouraged to attain intermediate-level competency in foreign language before transferring. Complete information regarding foreign language requirements at each university may be found on the transfer and articulation web sites of the Tennessee Board of Regents and the University of Tennessee System. Community college students are encouraged to be familiar with foreign language requirements at the universities and, if applicable, complete the requirements before transferring.

For more information contact:

Lacey Benns-Owens at

lbenns@columbiastate.edu or 931.540.2875

or

Humanities & Social Sciences Division office at
931.540.2780