

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

ENGL 1010, 1020
SPCH 1010 or SPCH 1030

History Requirement (Take 2 courses)

HIST 1110, 1120, 2010, 2020, 2030

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

ART 1030
ARTH 2010, 2020
ENGL 2015, 2440
HUM 1130, 1131
MUS 1030
PHIL 1030, 2030, 2033
THEA 1030
Literature Options: ENGL 2130, 2230, 2310, 2320, 2920

Natural Sciences Requirement (Take 2 courses)

ASTR 1030
BIOL 1030 (must not take with another BIOL)
BIOL 1110, 1120, 2010, 2020
CHEM 1110, 1120
GEOG 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 1200, 1300
COMM 1010
ECON 2010, 2020
GEOG 2010
PHED 2120
POL 201
POLS 1030, 1501, 2010
PSYC 1030, 2130
SOC 1010, 1020, 2010

Major Required Courses

COLS 101
COMM 1010, 1020, 2450
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.
- cumulative GPA must be 2.0.
- taking the Exit Exam.

Sample Academic Plan

First Year – Fall Semester

___ ENGL 1010	Composition I	3
___ Social/Behavioral Science		3
___ History Requirement		3
___ Mathematics Requirement		3
___ COMM 1010	Introduction to Mass Communications	3
___ COLS 101	Columbia State College Success	1
		16

First Year – Spring Semester

___ ENGL 1020	Composition II	3
___ SPCH 1010	Fundamentals of Speech Communication or	
___ SPCH 1030	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:

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