

College of Liberal Arts

人文学院

Bachelor in Communication (Public Relations Option)

传播学 (公共关系方向)

Major code: 41107

Credit requirement: 120 S.H.

GPA requirement: 2.5



This version: 10/17/2022; For WKU only! Subject to revisions and updates!

FRESHMAN YEAR 第一学年				
Fall Semester 秋季学期		Spring Semester 春季学期		
GE 1000 Transition to Kean 大学学业成功指导	1	MATH 1010 Foundations of Math 基础数学 或者 MATH 1016 Statistics 基础统计学	3	
ENG 1300 College Composition for Non-Native Students I 大学外语写作 I	6	ENG 1430 College Composition for Non-Native Students II 大学外语写作 II	6	
ESL 0303 Academic Oral Discourse I 学术口语 I	3	ESL 0403 Academic Oral Discourse II 学术口语 II	3	
ESL 0305 Academic Written Discourse I 学术写作 I	3	ESL 0405 Academic Written Discourse II 学术写作 II	3	
CPS 1032 Microcomputer Applications 计算机入门	3	COMM 1402 Speech Communication as Critical Citizenship 公民演讲	3	
	16		18	

FRESHMAN YEAR 第一学年				
Winter Semester 冬季学期		Summer Semester 夏季学期		

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期		Spring Semester 春季学期		
ID 2415 Small Group Communication 小组讨论	3	COMM 2403 Digital Video Production 电子视频制作	3	
COMM 2503 Mass Media 大众传媒	3	COMM 2425 Interpersonal Communication 人际传播	3	
GE 2023 Research & Technology 研究与科技	3	COMM 2920 Intro to Journalism 新闻学概论	3	
Science with Lab 实验室科学	4	ENG 2403 World Literature 世界文学	3	
Free Elective 自由选修课	3	HIST 1062 Worlds of History 世界历史	3	
		Science without Lab	3	
	16		18	

SOPHOMORE YEAR 第二学年				
Winter Semester 冬季学期		Summer Semester 夏季学期		

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期		Spring Semester 春季学期		
COMM 3660 Intro to Public Relations 公共关系	3	COMM 3720 Comm & Media Theory 传播和媒体理论	3	
COMM 3510 Persuasive Communication 谈判	3	COMM 4620 Public Relations Writing 公共关系写作	3	
COMM Major Elective 专业选修	3	COMM Major Elective 专业选修	3	
Social Science Elective 社会科学选修课	3	Humanities Elective 人文通识选修课	3	
Humanities Elective 人文通识选修课	3	Free Elective 自由选修课	3	
Free Elective 自由选修课	3	Free Elective 自由选修课	3	
	18		18	

JUNIOR YEAR 第三学年				
Winter Semester 冬季学期		Summer Semester 夏季学期		

SENIOR YEAR 第四学年				
Fall Semester 秋季学期		Spring Semester 春季学期		
COMM 3280 News Literacy 新闻学素养	3	COMM 4630 Public Relations Campaigns 公关活动	3	
COMM 4650 Media Relations & Publicity 媒体关系与宣传	3	COMM Major Elective 专业选修	3	
COMM 4962 Comm Research Seminar 高阶研讨会	3	COMM Major Elective 专业选修	3	
Free Elective 自由选修课	3	Free Elective 自由选修课	3	
Free Elective 自由选修课	3	Free Elective 自由选修课	3	
	15		15	

Note:
 *FREE ELECTIVES 30-31 S.H. Communication courses cannot be used as free electives. At least 50% must be at the 3000/4000 level.
 **Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an internship.
 *** All Major courses, ID 2415 and capstone require a grade of C or better.