

# TRANSFER PATHWAY GUIDE

# 2019-2020

Associate in Arts to Bachelor of Arts in Public Relations

## Overview

Completion of the following curriculum will satisfy the requirements for the Associate in Arts degree at Gateway Community and Technical College and leads to the Bachelor of Arts in Public Relations degree at Northern Kentucky University.

## Applying to the Gateway2NKU Program

Students can apply to participate in the pathway program by completing the online application on the NKU transfer webpage. Students must be enrolled in at least six credit hours at Gateway CTC, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Gateway CTC.

## Degree Requirements for GCTC

1) completion of minimum 60 credit hours, 2) minimum cumulative GPA 2.0, 3) minimum of 15 credit hours earned at the institution awarding the degree, 4) cultural studies course, 5) demonstration of digital literacy, 6) college success requirement.

## Admission Requirements to NKU

Students completing an associate degree with a cumulative GPA of 2.0 or higher will be accepted into NKU.

## Degree Requirements for NKU

To earn a bachelor’s degree at NKU, students must complete a minimum of 120 credit hours with at least 45 credit hours numbered 300 and above. In addition, at least 25% of the credit hours required for the degree and the last 30 credit hours must be completed at NKU. Students must have an overall GPA of 2.0 and meet all prerequisites for courses and requirements for the major which include a minimum average GPA of 2.0 across all major coursework and at least a C- in each course counted toward the major. In some cases, students must complete a focus or minor as indicated on the pathway.

## General Transfer Information

Students must complete the online application to NKU. There is no application fee for students who are transferring from GCTC.

**KCTCS Scholars Award**: Students who are KY residents transferring directly from a KCTCS institution with at least 36 hours from that institution and minimum GPA of 3.0, were never enrolled as a degree-seeking student at NKU, and will be enrolled in at least 12 credit hours both fall and spring semester are eligible for a limited number of $2,500 annual scholarships ($1,250 per fall and spring). Students must gain admission to NKU by June 15 for fall and November 1 for spring to be eligible for a possible scholarship. Online accelerated programs are not eligible for the KCTCS Scholars Award.

### GCTC AA TO NKU BA IN PUBLIC RELATIONS CHECKLIST

### Gateway Community and Technical College

#### Category 1: GCTC General Education Core Requirements (34 hours)

| **GCTC Course** | **Course or Category** | **Credits** | **NKUCourse** | **Completed** |
| --- | --- | --- | --- | --- |
| ENG 101 | Writing I (WC) | 3 | ENG 101 |  |
| ENG 102 | Writing II (WC) | 3 | ENG 102 |  |
| COM 181 | Basic Public Speaking (OC) | 3 | CMST 101 |  |
| TBS XXX | Arts & Humanities (AH) – Heritage  | 3 | TBD XXX |  |
| TBS XXX | Arts & Humanities (AH) – Humanities | 3 | TBD XXX |  |
| COM 249 | Mass Media Communication (SB) | 3 | EMB 100 |  |
| TBS XXX | Social & Behavioral Sciences Course (SB) | 3 | TBD XXX |  |
| TBS XXX | Social & Behavioral Sciences Course (SB) | 3 | TBD XXX |  |
| TBS XXX | Natural Science Course with Lab (SL) | 4 | TBD XXX |  |
| TBS XXX | Quantitative Reasoning (QR) | 3 | TBD XXX |  |
| TBS XXX | Quantitative Reasoning (QR) or Natural Science (NS) | 3 | TBD XXX |  |
|  | **Subtotal General Education Courses** | **34** |  |  |

TBS XXX means to be selected by GCTC student.

TBD XXX means to be determined by NKU based on course selected.

One of these courses must be selected from the KCTCS identified Cultural Studies course list, indicate by placing (CS) next to the course name in Category 1 or 2 tables.

#### Category 2: GCTCS AA Requirements (6 hours)

| **GCTC Course** | **Course or Category** | **Credits** | **NKUCourse** | **Completed** |
| --- | --- | --- | --- | --- |
| TBS XXX | Arts and Humanities (AH), Social & Behavioral Sciences (SB), or Foreign Language (FL) elective | 3 | TBD XXX |  |
| TBS XXX | Arts and Humanities (AH), Social & Behavioral Sciences (SB), or Foreign Language (FL) elective | 3 | TBD XXX |  |
|  | **Subtotal AA Requirement Courses** | **6** |  |  |

#### Category 3: GCTCS Electives (21 hours)

| **GCTC Course** | **Course or Category** | **Credits** | **NKUCourse** | **Completed** |
| --- | --- | --- | --- | --- |
| CIT 105 OR OST 105 | Introduction to Computing OR Introduction to Information Systems  | 3 | BIS 101 |  |
| FYE 105 | Achieving Academic Success | 3 | UNV 100T |  |
| JOU 101 | Introduction to Journalism | 3 | JOU 110 |  |
| JOU 204 | News Writing | 3 | JOU 220 |  |
| COM 252 | Introduction to Interpersonal Communication | 3 | CMST 220 |  |
| COM 287 | Persuasive Speaking | 3 | CMST 340 |  |
| Gateway2NKU | Principles of Public Relations | 3 | PRE 375 |  |
|  | **Subtotal Elective Courses** | **21** |  |  |
|  | **TOTAL Associate Degree Hours** | **61** |  |  |

### Northern Kentucky University

#### Category 4: Major Requirements for BA in Public Relations

| **NKU Course** | **Course** | **Credits** | **GCTC Course** | **Taken at GCTC** |
| --- | --- | --- | --- | --- |
| CMST 101 | Public Speaking | 3 | COM 181 | x |
| EMB 100 | Media Literacy | 3 | COM 249 | x |
| JOU 220 | News Writing | 3 | JOU 204 | x |
| CMST 220 | Interpersonal Communication | 3 | COM 252 | x |
| CMST 303 | Organizational Communication | 3 |  |  |
| PRE 375 | Principles of Public Relations | 3 | Gateway2NKU | x |
| JOU 485 | Mass Communication Law | 3 |  |  |
| PRE 400 | Public Relations Planning and Account… | 3 |  |  |
| CMST 340 orJOU 370 | Strategies of Persuasion ORPrinciples of Advertising | 3 | COM 287 | x |
| PRE 376 | Public Relations Writing | 3 |  |  |
| PRE 385 | Public Relations Research Methods | 3 |  |  |
| PRE 377 | Public Relations Case Studies/Campaigns | 3 |  |  |
| TBS XXX | PRE 394 Topics in Public Relations OR Select one 300/400-level elective in CMST, EMB, JOU, MIN, POP, or PRE | 3 | TBD XXX |  |
| PRE 396 orPRE 499 | Public Relations Internship ORIndependent Study in Public Relations | 3 or1-3 |  |  |
| JOU 321CMST 370 | Choose One:Digital PublishingAdvanced Public Speaking | 3 | OST 225 |  |
|  | **Subtotal Major Credit Hours at NKU**  | **27** |  |  |
|  | **Subtotal Major Credit Hours at GCTC** | **18** |  |  |
|  | **Total Major Credit Hours** | **45** |  |  |

**Category 5: Additional Requirements at NKU**

| **NKU Course** | **Course** | **Credits** | **GCTCS Course** | **Taken at GCTC** |
| --- | --- | --- | --- | --- |
|  | **Subtotal Minor Credit Hours Taken at NKU** | **12-21** |  |  |
|  | **Subtotal Elective (300/400 level) Hours** | **11-20** |  |  |
|  | **Total Baccalaureate Degree Credit Hours** | **120** |  |  |

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