

# transfer pathway guide

# 2019-2020

Associate of Science in Liberal Arts To

Bachelor of Arts in Public Relations

## Overview

Completion of the following curriculum will satisfy the requirements for the **Associate of Science in Liberal Arts** degree at Ivy Tech Community College and leads to the **Bachelor of Arts in Public Relations** degree at Northern Kentucky University.

## Applying to the IvyTech2NKU 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 Ivy Tech, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Ivy Tech.

## Degree Requirements for Ivy Tech

To earn a degree at Ivy Tech a student must successfully complete the required number of credits for the degree, attain a minimum GPA of 2.0 in the required technical and general education courses, and complete at least 15 degree credits in the curriculum as a regular student of Ivy Tech.

## Admission Requirements for 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 requirements for the major. In some cases, students must complete a focus or minor as indicated on the pathway.

### Ivy Tech Community College of Indiana

Students must complete the following courses for an Associate of Science in Liberal Arts.

#### Category 1: Transfer General Education Core (TGEC) Competencies

| **ITCC Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
| ENGL 111 | English Composition | 3 | ENG 101 |  |
| COMM 101 | Fundamentals of Public Speaking | 3 | CMST 101 |  |
| COMM 102 | Introduction to Interpersonal Communication (TGEC Elective) | 3 | CMST 220 |  |
| MATH 13X | Finite Math or Higher TGEC Mathematics Elective | 3-4 | TBD XXX |  |
| XXXX XXX | Humanistic and Artistic Ways of Knowing | 3 | TBD XXX |  |
| XXXX XXX | Social and Behavioral Ways of Knowing | 3 | TBD XXX |  |
| XXXX XXX | Social and Behavioral Ways of Knowing  (TGEC Elective) | 3 | TBD XXX |  |
| XXXX XXX | Scientific Ways of Knowing | 3-5 | TBD XXX |  |
| XXXX XXX | Scientific Ways of Knowing (TGEC Elective) | 3-5 | TBD XXX |  |
| XXXX XXX | Transfer General Education Core (TGEC) Elective | 3 | TBD XXX |  |
|  | **Subtotal General Education Core** | **30-35** |  |  |

TBD XXX means to be determined by NKU based on the course selected at Ivy Tech.

**Category 2: Degree Requirements for Associate of Science in Liberal Arts**

| **ITCC Course** | **Course or Category** | **Credits** | **NKU Course** | **Completed** |
| --- | --- | --- | --- | --- |
| IVYT 111 | Student Success in University Transfer | 1 | UNV 100T |  |
| PHIL 102 or  POLS 101 or  COMM 102 | Introduction to Ethics or  Introduction to American Government and Politics or Introduction to Interpersonal Communication | 3 | PHI 200  PSC 100  CMST 220 |  |
| COMM 201 | Introduction to Mass Communication (Transfer Cluster) | 3 | JOU 110 |  |
| COMM 202 | Small Group Communication (Transfer Cluster) | 3 | CMST 230 |  |
| COMM 211 | Public Relations (Transfer Cluster) | 3 | PRE 375 |  |
| ENGL 215 | Rhetoric and Argument | 3 | ENG 102 |  |
| LIBA 279 | Liberal Arts Capstone Course | 1 | NCS 200T |  |
| MATH 200 | Statistics (Transfer Cluster) | 3 | STA 205 |  |
| XXXX XXX | Mathematics, Science, Social and Behavioral Sciences Electives | 6-10 | TBD XXX |  |
| XXXX XXX | Transfer Cluster Elective | 4 | TBD XXX |  |
|  | **Subtotal Category II Courses** | **30-34** |  |  |
|  | **Total Associate Degree Credit Hours** | **60-69** |  |  |

Students who have completed ENGL 112 at ITCC will be given credit for ENG 102 at NKU.

### Northern Kentucky University

Students must complete the following courses for the Bachelor of Arts in Public Relations.

#### Category 3: Major Requirements for the Bachelor of Arts in Public Relations

| **NKU Course** | **Course** | **Credits** | **ITCC Course** | **Taken at ITCC** |
| --- | --- | --- | --- | --- |
| CMST 101 or  CMST 110 | Public Speaking or  Introduction to Communications Studies | 3 | COMM 101 | x |
| CMST 220 | Interpersonal Communication | 3 | COMM 102 | x |
| CMST 303 | Organizational Communication | 3 |  |  |
| CMST 340 or  JOU 370 | Strategies of Persuasion or  Principles of Advertising | 3 |  |  |
| JOU 110 or  EMB 100 | Introduction to Mass Communication or  Media Literacy | 3 | COMM 201 | x |
| JOU 220 | News Writing | 3 |  |  |
| JOU 485 | Mass Communication Law | 3 |  |  |
| PRE 375 | Principles of Public Relations | 3 | COMM 211 | x |
| PRE 376 | Public Relations Writing | 3 |  |  |
| PRE 377 | Public Relations Case Studies and Campaigns | 3 |  |  |
| PRE 385 | Public Relations Research Methods | 3 |  |  |
| PRE 394 or  Elective | Topics in Public Relations or  Select one 300/400-level elective in CMST, EMB, JOU, MIN or POP | 3 |  |  |
| PRE 396 or  PRE 499 | Public Relations Internship or  Independent Study in Public Relations | 1-3 |  |  |
| PRE 400 | Public Relations Planning and Account Management | 3 |  |  |
| Select 1:  CMST 370  JOU 321  PRE 410 | Select one course from the following:  Advanced Public Speaking  Digital Publishing  Electronic Public Relations | 3 |  |  |
| XXX XXX | Focus or Minor | 12-21 |  |  |
| XXX XXX | Electives | 0-17 |  |  |
|  | **Subtotal NKU Courses Credit Hours** | **51-60** |  |  |
|  | **Total Baccalaureate Degree Credit Hours** | **120** |  |  |

Updated May 2019 for Fall 2019 Start