

PUBLIC RELATIONS (AA)

Associate of Arts

Transfer Program











Interest Areas:

Arts, Comm. and Humanities

This program prepares students for careers in public relations or communication. Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. The degree focus is on knowledge and skills essential in those areas. Courses within the degree emphasis focus on knowledge and skills essential to succeed in public relations, particularly strong writing skills. Completion of the following courses results in an associate's degree and meets the general core requirements at all Idaho public universities. The suggested coursework normally fulfills the first half of baccalaureate degree requirements in Public Relations. Course selection should be tailored to match requirements defined by intended transfer institutions.

Program Website (https://www.nic.edu/programs/viewprogram.aspx?program_id=87)

Program Requirements

Code	Title	Credits
General Education Requirements		
GEM 1 - Written Communication		6
GEM 2 - Oral Communication		3
GEM 3 - Mathematical Ways of Knowing		3-5
GEM 4 - Scientific Ways of Knowing		8
GEM 5 - Humanistic and Artistic Ways of Knowing ¹		0
GEM 6 - Social and Behavioral Ways of Knowing ¹		0
GEM 7 - Institutionally Designated		4-6
Program Requirements		
COMJ-100	The Sentinel	1
COMJ-121	Introduction to Media Writing	3
COMJ-140	Mass Media in a Free Society  	3
COMJ-222	Modern Reporting	3
COMM-207	Dynamics of Social Media	3
COMM-220	Intro to Intercultural Communication  	3
COMM-233	Interpersonal Communication  	3
COMM-252	Introduction to Public Relations	3
PHTO-183	Introduction to Digital Photography	3
PHIL-101	Introduction to Philosophy  	3
or PHIL-103	Ethics  	
Elective Requirements		
Courses 100-level or higher		8
Total Credits		60-64

¹ This General Education Requirement is met by the Program Requirements.

Program Notes: COMM-252 Introduction to Public Relations is only offered during the spring semester, and all Public Relations

students are advised to enroll and complete the prerequisites class COMJ-121 Introduction to Media Writing, in the prior fall semester.

Recommended Courses

Code	Title	Credits
BUSA-221	Principles of Marketing	3
PHTO-289	Photojournalism	3

Program Outcomes

Upon completion of the program, students will be able to:

- Compose and edit news releases in an industry-approved format on a variety of platforms.
- Apply public relations theories and principles to create and conduct ethically sound and socially responsible public relations strategies and campaigns.
- Identify the principles and format styles of media writing and how they differ from traditional academic writing.
- Deliver dynamic presentations geared toward targeted and/or public audiences.
- Infuse the intellectual scope of a liberal arts education with the principles of public relations to create effective public relations campaigns and strategies.
- Prepare students for expectations of modern public relations practitioners.

In addition to the program outcomes, students will meet the North Idaho College General Education (GEM) Requirements.