

UNIVERSITY OF CENTRAL MISSOURI

MCC A.A. to UCM PUBLIC RELATIONS, B.S.

YEARS 1 AND 2 AT MCC

(UCM equivalencies in parentheses)

COMMUNICATIONS – 9 Credit Hours

ENGL 101 Composition and Reading I (ENGL 1020)	3
ENGL 102 Composition and Reading II (ENGL 1030)	3
COMM 100 Fundamentals of Speech (COMM 1000)	3

MATHEMATICS – 3 Credit Hours

MATH 120 College Algebra (MATH 1111) or higher	3
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AMERICAN INSTITUTIONS – 3 Credit Hours

HIST 120 (HIST 1350), 121 (HIST 1351), POLS 136 (POLS 1510) or 137 (POLS 2511)	3
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SCIENCES – 7 Credit Hours

Take two courses; one course should be taken with a lab.

See a full list of offerings

at: <http://www.mcckc.edu/programs/aa/>

WESTERN CIVILIZATIONS – 3 Credit Hours

HIST 133 Foundations of Western Civilization (HIST 1400) or HIST 134 Modern Western Civilization (HIST 1402)	3
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SOCIAL SCIENCES – 3 Credit Hours

ANTH 100 (ANTH 1810), ANTH 110 (ANTH 1820), PSYC 140 (PSY 1100), SOCI 160 (SOC 1800), ECON 210 (ECON 1010) Or ECON 211 (ECON 1011)	3
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HUMANITIES – 3 Credit Hours

ENGL 218, 220 (ENGL 2210), 221 (ENGL 2215), 222 (ENGL 2200), 223 (ENGL 2205), 268 (ENGL 2270), PHIL 100 (PHIL 1000), 200 (PHIL 1400), or 203 (PHIL 2300)	3
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HUMANITIES APPRECIATION – 3 Credit Hours

ART 108 (ART 1800), ART 150 (ART 1815), ART 151 (ART 1825) 3 MUSI 108 (MUS 1210), or THEA 106 (THEA 2400), ARAB, FREN, GERM, CHIN, SPAN 101 (SPAN 1601), SPAN 102 (SPAN 1602), SPAN 203 (SPAN 2601), SPAN 204 (SPAN 2602)	3
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COMMON CORE ELECTIVES – 8 Credit Hours

Take additional common core electives to reach 42 hours of general education. Offerings available

at <http://www.mcckc.edu/programs/aa/>

GENERAL DEGREE REQUIREMENTS – 7 Credit Hours

COLL 100 First Year Seminar	1
Global Diversity	3

Course options available

at <http://www.mcckc.edu/programs/aa/>

CSIS 115 Technology Fundamentals & Applications or higher	3
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ELECTIVES- 11 Credit Hours

Take additional courses to reach a total of 60 earned hours for Associate of Arts (AA) Degree.

YEARS 3 AND 4 AT UCM

MAJOR REQUIREMENTS –60 Credit Hours

PR 1600 Orientation to Public Relations	3
PR 2620 Principles of Public Relations	3
PR 3605 Survey of Public Relations Research & Theory	3
PR 3610 Writing & Editing for Public Relations	3
PR 3620 Strategic Planning & Research for Public Relations	3
PR 3625 Design & Layout for Publications	3
PR 3640 Integrated Strategic Communication	3
COMM 4250 Law of Digital Media or BLAW 3721 Law of Business Transactions	3
PR 4605 PR Internship	3
PR 4610 PR Management & Industry Practices	3
PR 4630 Electronic & Social Media for Public Relations	3
PR 4680 Advanced Public Relations Writing	3
PR 4685 Strategic Public Relations Case Analysis	3
PR 4690 Public Relation Campaigns	3
<i>Choose 12 hours from the following</i>	12
PR 3650 Global Sports Public Relations	3
PR 4600 Special Topics in Public Relations	3-9
PR 4605 Public Relations Internship	1-3
PR 4625 Innovative Public Relations	1-9
PR 4627 Special Projects in Public Relations	1-9
PR 4670 Strategic Crisis Communication	3
PR 4675 Media Training for Public Relations	3
<i>Choose 6 hours from the following</i>	6
ACCT 2100 Survey of Accounting	3
ACCT 2101 Principles of Financial Accounting	3
BLAW 2720 Legal Environment of Business	3
MGT 3315 Management of Organizations	3
MGT 3320 Systems, Teams & Org. Behavior	3
MKT 3405 Marketing Policy	3
MKT 3420 Principles of Advertising	3
MKT 3480 Consumer Behavior	3

FREE ELECTIVES – 0 Credit Hours

MINIMUM HOURS REQUIRED FOR A.A.: 60 hours

MINIMUM HOURS REQUIRED FOR B.S.: 120 hours

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REQUIREMENTS FOR THIS MAJOR

- Minimum hours: 120
- Minimum of 30 hours upper level credit (courses numbered 300 and above). Courses taken at MCC do not count toward the upper-level requirement though they sometimes may be articulated as upper level classes.
- Minimum of 12 upper level credit hours in major
- Minor requirement: No

RESIDENCY REQUIREMENTS FOR A DEGREE AT UCM

- 30 credit hours must be completed at UCM
- 20 upper level hours must be completed at UCM
- 15 credit hours in the major must be from UCM
- 9 upper level hours in the major must be completed at UCM
- The last 12 credit hours must be earned from UCM. If pursuing a minor, a minimum of 9 hours in the minor must be completed at UCM. There must also be at least one upper level hour completed at UCM.

TRANSFER WORK

Arrange for all transfer work to be posted at UCM at the time of application. An official transcript must be received at UCM directly from each school attended. Transcripts can be sent to University of Central Missouri, Office of Admissions, 1400 Ward Edwards, Warrensburg, MO 64093. Individual course equivalencies can be found online at www.ucmo.edu/corequiv.

DUAL ADMISSION

Students are encouraged to apply for dual admission during their first semester at MCC to coordinate associate degree completion with degree requirements at UCM. <http://www.ucmo.edu/undergrad/dualadmissions.cfm>.

GENERAL EDUCATION ASSESSMENT

All UCM students are required to pass a General Education Assessment test. Students transferring in more than 45 credit hours will take the test during their first semester at UCM. Learn more

at: www.ucmo.edu/assessment/documents/gened_policy.pdf.

UCM DEPARTMENT CONTACT

Marketing and Public Relations

Dockery 102

[660-543-8137](tel:660-543-8137)

ACADEMIC ADVISING

The University of Central Missouri offers general education advising services to MCC students on MCC campuses. Times and locations are available at www.ucmo.edu/mcckc. Advisors on campus are available to assist future transfer students, too. Harmon College of Business & Professional Studies. Ward Edwards 1600. Find out who your advisor is at www.ucmo.edu/advising

CATALOGS

View the current MCC catalog at www.mcckc.edu, select "Academic Catalog" under the "Students" tab.

View the current UCM catalog at www.ucmo.edu/catalog.

VALIDITY OF THIS TRANSFER GUIDE

This guide is based on the UCM 2016 Undergraduate Catalog and is subject to change. This guide is a recommendation only and your actual program may vary. Time to degree completion and course sequencing will depend on any credits transferred to UCM and on planned placement in math, reading, and writing. Use this guide in conjunction with regular meetings with your MCC advisor to ensure A.A. requirements and policies are followed.