Public Relations - Journalism and Broadcasting/Public Relations Emphasis

Associate in Arts

Minimum of 61 credit hours

Public relations students learn about the management of information techniques used to establish and maintain a positive public image for an individual, product or company. Students learn broadcasting production, specifically radio, television and multimedia techniques, writing and speaking skills and strategies, and the advertising and marketing appeals utilized in public relations campaigns. Associate degrees in Journalism and Broadcasting prepare students to transfer to a four-year college or university. After graduating, students may find career opportunities in teaching, broadcasting or advertising, or as a consultant or a public relations practitioner. Areas of emphasis are also available in broadcasting and journalism.

Course Sequence

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<tr>
<th>Course ID</th>
<th>Course Name</th>
<th>Credits</th>
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Course Grouping

Major Courses: (12 Credit Hours) Journalism and Broadcasting: JB 1103; JB 1133; JB 2413; JB 2643
General Education Courses: (40 Credit Hours) English: ENGL 1113; ENGL 1213; Communications: COM 1123; COM 2213; Economics: ECON 2023; History: HIST 1483 or HIST 1493; Mathematics: MATH 1503 or MATH 1513 or MATH 2013; Political Science: POLSC 1113; Social Sciences: PSY 1113 or SOC 1113; Humanities: Six credit hours Humanities Electives; *Science: Three to four credit hours of general education Biological Science; three to four credit hours Physical Science - one of the science courses must include a lab component. Electives: Four to five credit hours Free Electives
Life Skills Courses: (1 credit hour) Life Skills: SCL 1001
Support Courses: (3 Credit Hours) Any DMD Course
Elective Courses: (5 Credit Hours) Electives (any course or courses of the student’s choosing - a modern language is recommended)

Program Notes

Notes: This program is designed for students planning to continue their education at a four-year college or university. See University Parallel/Transfer Programs in the general information section of the catalog.
BIO - BIOLOGICAL SCIENCE
Prerequisites:
3 Credits  Biological Science

COM 1123 - INTERPERSONAL COMMUNICATIONS
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  The student will be able to identify why certain things happen as they do when two or more individuals come together to communicate for a specific purpose. The student must attest to his or her ability to understand the principles of interpersonal communication with emphasis on dyads, small groups, analysis of communication models and nonverbal communication, applying understanding to the major types of interpersonal communication problems in the work environment and in daily human relations.

COM 2213 - INTRO TO PUBLIC SPEAKING
Prerequisites: ENGL 0106 or adequate placement score
3 Credits  Given the principles of effective listening and speaking, the student will assimilate those skills into his or her physical and psychological worlds. After being exposed to public, business and professional speaking, the student will apply the principles of invention, organization, style, and delivery through practical exercises and will use the principles of rhetorical criticism in discussing speeches delivered in class.

DMD - DIGITAL MEDIA DESIGN
Prerequisites:
3 Credits  Select any DMD course

ECON 2123 - PRINCIPLES OF MICROECONOMICS
Prerequisites: MATH 0303 or adequate math placement test score and ENGL 0203 or adequate placement score, or by meeting determined placement measures.
3 Credits  The student will apply microeconomic theories in analyzing concepts by which business maximizes profit, consumers maximize satisfaction, government allocates goods and services, and international trade affects the domestic economy.

ELEC - ELECTIVE
Prerequisites:
3 Credits  Elective

ENGL 1113 - ENGLISH COMPOSITION I
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  The student will write well-developed compositions which demonstrate the principles of unity, coherence, and organization which contain specific details and vivid language. The students will locate library material and incorporate researched materials into compositions.

ENGL 1213 - ENGLISH COMPOSITION II
Prerequisites: ENGL 1103 or ENGL 1113 taken within the last year, with strong encouragement for immediate continuation.
3 Credits  In this advanced writing course, students will create essays that explore and evaluate a variety of issues and perspectives suggested by fiction, poetry, drama, essays, and other types of cultural texts. Students will refine and augment the writing techniques they learned in ENGL 1113 or ENGL 1103 to develop well-reasoned, well-structured arguments in a clear, fluid, and engaging prose style.

HIST 1483 - U.S. HISTORY TO THE CIVIL WAR
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  After analyzing events in American history from 1400 to 1870 in such areas as revolution, geographic and social mobility, political reform, government precedents and war, the student will be able to identify patterns of present day mobility, describe governmental operations in his society and help resolve conflict in society based on the students search for change, precedents, and conflict in the American past.

HIST 1493 - U.S. HISTORY SINCE THE CIVIL WAR
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  After analyzing events in American history from 1870 to the present in such areas as political reform, industrialization, urbanization, ethnic acculturation and war, the student will be able to identify meaningful changes in his society, identify equal rights in that society, and help resolve conflict in this society based on the students search for change, equal rights and conflicts in the American past.

HUM - HUMANITIES ELECTIVE
Prerequisites:
3 Credits  Humanities elective

JB 1103 - AUDIO PRODUCTION
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  The student will use audio production techniques and equipment to produce program material of professional quality. Extensive laboratory work is required.

JB 1133 - NEWS WRITING
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  The student will describe the history, scope, ethics and functions of public relations. He or she will effectively use a multimedia approach in the preparation of a public relations campaign with particular attention to ways of gaining public support for an activity, cause, movement or institution.

JB 2413 - PRINCIPLES OF PUBLIC RELATIONS
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  The student will describe the history, scope, ethics and functions of public relations. He or she will effectively use a multimedia approach in the preparation of a public relations campaign with particular attention to ways of gaining public support for an activity, cause, movement or institution.

JB 2643 - VIDEO PRODUCTION
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits  The student will use video production techniques to produce, edit and direct program materials of broadcast quality. Extensive laboratory work is required.

MATH 1503 - CONTEMPORARY MATHEMATICS
Prerequisites: MATH 0403 or adequate math placement test score. Pre or Co-require  ENGL 1113 or ENGL 1103
3 Credits  A study of the mathematics needed for critical evaluation of quantitative information and arguments (including logic, critical appraisal of graphs and tables); use of simple mathematical models, and an introduction to elementary statistics.

MATH 1513 - COLLEGE ALGEBRA FOR BUSINESS, LIFE SCIENCES AND SOCIAL SCIENCES
Prerequisites: MATH 0403 or adequate math placement test score; ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits The student will demonstrate an understanding of the general concepts of relation and function and specifically of polynomial, exponential, and logarithmic functions; the ability to solve systems of equations by utilizing matrices and determinants; and the ability to solve practical problems using algebra.

MATH 2013 - INTRODUCTION TO STATISTICS
Prerequisites: MATH 0403 or adequate math placement test score; ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits The student will solve problems applying the concepts of random sampling, elementary probability, testing hypotheses, descriptive measures, chi-square, regression and correlation, and analysis of variance.

PHYS SC - ANY PHYSICAL SCIENCE CHOSEN FROM ASTR, PHYS, CHEM, OR GEOL SUBJECT AREAS
Prerequisites:
3 Credits Any Physical Science chosen from ASTR, PHYS, CHEM, or GEOL subject areas

POLSC 1113 - AMERICAN FEDERAL GOVERNMENT
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits A study of the principles, structure, processes and functions of the United States federal government.

PSY 1113 - INTRODUCTION TO PSYCHOLOGY
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits A survey of the major areas of study in psychology such as motivation, learning, physiology, personality, social psychology, abnormal behavior, perception, memory, cognition/thought, and treatment.

SCL 1001 - SUCCESS IN COLLEGE AND LIFE
Prerequisites: ENGL 0106 or adequate reading/writing assessment scores
1 Credit Students will learn best practices for academic, career, and personal success. Students will discover their individual strengths, interests, and values to create a personalized plan; select and utilize resources that are applicable to their growth and success; and engage as active and responsible members of the academic community. This course should be taken during a student's first semester of college work at Oklahoma City Community College and is a required course in degree plans to satisfy the Life Skills requirement.

SOC 1113 - INTRODUCTION TO SOCIOLOGY
Prerequisites: ENGL 0203, adequate placement score, or by meeting determined placement measures
3 Credits The student will identify the sociological dimensions of human behavior by analyzing the concepts of society, culture, socialization, institutions, social stratification and social change.