

Ohio Dominican University Completion Guide
CSCC Associate of Arts to ODU Bachelor of Arts – Public Relations & Marketing Communications
120 Semester Credit Hours
 Effective Fall 2016 – Summer 2019

This document is an unofficial, informational guide. Courses in parenthesis are recommendations – other courses may be available.
 You may review Ohio Dominican’s **COURSE CATALOG** for transfer policies and degree requirements.
 Please note this document may change via final academic departmental approval.

Columbus State Community College Associate of Arts

Fall Semester

- PSY 1100** Intro to Psy
- HART 1201 or MUS 1251 or THEA 1100**
- ENGL 1100** Composition I
- COLS 1100** First Year Exp. Seminar
- MATH 1148** College Algebra

Fall Semester

- ENGL 2367** Composition II
- NAT XXXX** Nat. Science with lab
- STAT 1350** Statistics
- SOC 1101** Intro to Sociology
- ACCT 1212** Managerial Accounting

Spring Semester

- ECON 2200** Microeconomics
- ASC 1190** Critical Thinking In Arts
- ACCT 1211** Financial Accounting
- HIST 1111 or 1151 or 2223**
- NAT XXXX** Natural Science
- HUM 1270** Comparative Religions

Spring Semester

- Literature Course**
- ECON 2201** Macroeconomics
- FMGT 1101** Personal Finance
- HIST 1181 or 2224**
- LEGL 2064** Legal Envir. of Business

Ohio Dominican University Bachelor of Arts Completion

Fall Semester

- BUS 220** Principles of Marketing
- PHL (100 Level)**
- CORE 379: What is Justice?**
- Foreign Language**
- BUS 240** Management & Organizational Behavior

Fall Semester

- PRS 352** Research, Planning & Evaluation
- COM/PRS** Required Emphasis Elective
- THL (Any Level)**
- COM/PRS** Required Emphasis Elective
- PRS 329** Power packet Writing for PR & Marketing Com.

Public Relations Emphasis:

- BUS 365 Philanthropy & Fundraising
- COM 105 Public Speaking
- PRS 310 Practicum with *The Tower*
- PRS 340 Internet Strategies: Social Media, e-Commerce
- PRS 415 Workshop in Advanced PR & Marketing Tech.
- PRS 1/2/3/485 Special Topics
- PRS 2/3/486 Independent Study
- PRS 497 Internship in Public Relations

Spring Semester

- ART 112** Foundations of Design
- PRS 201** Contemporary Issues in Rep Mgt: PR Principles
- PRS 205** News Writing
- Foreign Language (111 Level)**

Spring Semester

- PRS 479 CORE: Experience & Analysis**
 - PRS 421** Case Studies/Campaign Strategies
 - PRS** Required Emphasis Elective
 - PHL (200 level)**
- Select one emphasis and complete 9 credit hours in that emphasis:*

Marketing Communications Emphasis:

- COM 105 Public Speaking
- COM Mass Media
- PRS 270 Integrated Marketing Communications
- PRS 340 Internet Strategies: Social Media, e-Commerce
- PRS 415 Workshop in Advanced PR & Marketing Tech.
- PRS 1/2/3/485 Special Topics
- PRS 2/3/486 Independent Study
- PRS 497 Internship in Marketing Communications

Notes: Students need to complete a three credit hour course to fulfill the diversity, global or multicultural issues requirement for ODU and need to work with their academic advisor to select a course that meets the requirement.

