



TWO DEGREES, ONE PATH

TRANSFER PATHWAY GUIDE 2024-2025

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 (AS) in Liberal Arts degree at Ivy Tech Community College (ITCC) and leads to the Bachelor of Arts (BA) in Public Relations degree at Northern Kentucky University (NKU).

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, a 2.0 GPA in their major or minor, earn at least a C- in each course counted toward the major or minor, and meet all requirements for the major. 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 AS in Liberal Arts.

Category 1: ITCC Indiana College Core 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 (Indiana College Core Elective)	3	CMST 220	
MATH 13X	Finite Math or Higher Indiana College Core Mathematics Elective	3-4	TBD XXX	
TBS XXX	Humanistic and Artistic Ways of Knowing	3	TBD XXX	
TBS XXX	Social and Behavioral Ways of Knowing	3	TBD XXX	
TBS XXX	Social and Behavioral Ways of Knowing (Indiana College Core Elective)	3	TBD XXX	
TBS XXX	Scientific Ways of Knowing	3-5	TBD XXX	
TBS XXX	Scientific Ways of Knowing (Indiana College Core Elective)	3-5	TBD XXX	
TBS XXX	Indiana College Core Elective	3	TBD XXX	
	Subtotal General Education Core	30-35		

TBS XXX Means to be selected by Ivy Tech student.

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

Category 2: ITCC Degree Requirements for AS 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 275	
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	
TBS XXX	Mathematics, Science, Social and Behavioral Sciences Electives	6-10	TBD XXX	
TBS XXX	Transfer Cluster Elective	4	TBD XXX	

ITCC Course	Course or Category	Credits	NKU Course	Completed
	Subtotal Category 2 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 BA in Public Relations.

Category 3: NKU Major Requirements for the BA 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
JOU 110 or EMB 100	Introduction to Mass Communication or Media Literacy	3	COMM 201	x
INF 100	Orientation to College of Informatics	1		
EMB 140	Introductions to Media Aesthetics	3		
JOU 220	News Writing	3		
CMST 220	Interpersonal Communication	3	COMM 102	x
PRE 275	Principles of Public Relations	3	COMM 211	x
CMST 303 or CMST 305	Organizational Communication or Business and Professional Communication	3		
CMST 340 or PRE 300	Strategies of Persuasion or Event Planning and Messaging	3		
PRE 376	Public Relations Writing	3		
PRE 377	Public Relations Case Studies and Campaigns	3		
PRE 385	Public Relations Research Methods	3		
JOU 321 or PRE 305	Digital Publishing or Digital Media Strategies and Metrics	3		
PRE 400	Client Relationship Management	3		
JOU 485	Mass Communication Law	3		
TBS XXX	Select three credit hours of 300/400-level elective in CMST, DFX, EMB, HCOM, JOU, POP, or PRE	3		
Select 3 credits: PRE 396 PRE 492 PRE 499	Select three credits hours: Public Relations Internship Directed Research (0-6 credits) Independent Study in Public Relations (1-3 credits)	3		
	Subtotal Major Credit Hours Taken at NKU	37		
	Subtotal Major Credit Hours Taken at ITCC	12		
	Total Credit Hours Required for the Major	49		

Category 4: Additional Requirements at NKU

	Category	Credits		
	Subtotal Minor or Focus	12-24		
	Subtotal Elective (some 300/400 level) Hours	0-11		
	Total Baccalaureate Degree Credit Hours	120		

Updated April 2024