



TWO DEGREES, ONE PATH

TRANSFER PATHWAY GUIDE 2023-2024

Associate in Arts to Bachelor of Arts in Public Relations

Overview

Completion of the following curriculum will satisfy the requirements for the Associate in Arts (AA) degree at Gateway Community and Technical College (GCTC) and leads to the Bachelor of Arts (BA) in Public Relations degree at Northern Kentucky University (NKU).

Applying to the Gateway2NKU 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 Gateway CTC, enrolled in an associate degree program, plan to transfer to NKU, and maintain a minimum 2.0 cumulative GPA at Gateway CTC.

Degree Requirements for GCTC

1) completion of minimum 60 credit hours, 2) minimum cumulative GPA 2.0, 3) minimum of 15 credit hours earned at the institution awarding the degree, 4) cultural competence course, 5) demonstration of digital literacy, 6) college success requirement.

Admission Requirements to 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.

General Transfer Information

Students must complete the online application to NKU. There is no application fee for students who are transferring from GCTC.

KCTCS Scholars Award: Students who are KY residents transferring directly from a KCTCS institution with at least 36 hours from that institution and minimum GPA of 3.0, were never enrolled as a degree-seeking student at NKU, and will be enrolled in at least 12 credit hours both fall and spring semester are eligible for a limited number of \$2,500 annual scholarships (\$1,250 per fall and spring). Students must gain admission to NKU by June 15 for fall and November 1 for spring to be eligible for a possible scholarship. Online accelerated programs are not eligible for the KCTCS Scholars Award.

GCTC AA TO NKU BA IN PUBLIC RELATIONS CHECKLIST

Gateway Community and Technical College

Category 1: GCTC General Education Core Requirements

GCTC Course	Course or Category	Credits	NKU Course	Completed
ENG 101	Writing I (WC)	3	ENG 101	
ENG 102	Writing II (WC)	3	ENG 102	
COM 181	Basic Public Speaking (OC)	3	CMST 101	
TBS XXX	Arts & Humanities (AH) – Heritage	3	TBD XXX	
TBS XXX	Arts & Humanities (AH) – Humanities	3	TBD XXX	
COM 249	Mass Media Communication (SB)	3	EMB 100	
TBS XXX	Social & Behavioral Sciences Course (SB)	3	TBD XXX	
TBS XXX	Social & Behavioral Sciences Course (SB)	3	TBD XXX	
TBS XXX	Natural Science Course with Lab (SL)	4	TBD XXX	
TBS XXX	Quantitative Reasoning (QR)	3	TBD XXX	
TBS XXX	Quantitative Reasoning (QR) or Natural Science (NS)	3	TBD XXX	
Subtotal General Education Courses		34		

TBS XXX means to be selected by GCTC student.

TBD XXX means to be determined by NKU based on course selected.

For Social and Behavioral Sciences courses, two disciplines must be represented and different from those in the Arts and Humanities category.

Category 2: GCTC AA Requirements

GCTC Course	Course or Category	Credits	NKU Course	Completed
COM 252	Intro to Interpersonal Communication	3	CMST 220	
COM 287	Persuasive Speaking	3	CMST 340	
Subtotal AA Requirement Courses		6		

Category 3: GCTC Electives

GCTC Course	Course or Category	Credits	NKU Course	Completed
CIT 105 OR OST 105	Introduction to Computing OR Introduction to Information Systems	3	BIS 101	
FYE 105	Achieving Academic Success	3	UNV 100T	
JOU 101	Introduction to Journalism	3	JOU 110	
JOU 204	News Writing	3	JOU 220	
Taken at NKU	Principles of Public Relations	3	PRE 275	

GCTC Course	Course or Category	Credits	NKU Course	Completed
Taken at NKU	Organizational Communication or Client Operations and Processes	3	CMST 303 or PRE 365	
Taken at NKU	Public Relations Writing	3	PRE 376	
	Subtotal Elective Courses	21		
	Total Associate Degree Hours	61		

If completing digital literacy using other means, additional credits will be required in order to fulfill elective requirements.

Degree Requirement: One course must be selected from the KCTCS identified Cultural Competence course list in the KCTCS catalog.

Northern Kentucky University

Category 4: NKU Major Requirements for BA in Public Relations

NKU Course	Course	Credits	GCTC Course	Taken at GCTC
CMST 101 or CMST 110	Public Speaking or Introduction to Communication Studies	3	COM 181	x
EMB 100 or JOU 110	Media Literacy or Introduction to Mass Communication	3	COM 249 JOU 101	x
JOU 220	News Writing	3	JOU 204	x
CMST 220	Interpersonal Communication	3	COM 252	x
PRE 275	Principles of Public Relations	3	Taken at NKU	x
CMST 303 or PRE 365	Organizational Communication or Client Operations and Processes	3	Taken at NKU	x
CMST 340 or PRE 300	Strategies of Persuasion or Event Planning and Messaging	3	COM 287	x
PRE 376	Public Relations Writing	3	Taken at NKU	x
PRE 385	Public Relations Research Methods	3		
PRE 377	Public Relations Case Studies/Campaigns	3		
JOU 321 or PRE 415	Digital Publishing or Public Relations Metrics and Tools	3	OST 225	
PRE 400	Public Relations Planning and Account Management	3		
JOU 485	Mass Communication Law	3		
PRE 394 or PRE 355 or TBS XXX	Topics in Public Relations or International Public Relations or Select one 300/400-level elective in CMST, EMB, HCOM, JOU, DFX, POP, or PRE	3		
PRE 396 or PRE 492 or PRE 499	Public Relations Internship or Directed Research (0-6 credits) or Independent Study in Public Relations (1-3 credits)	3		
	Subtotal Major Credit Hours at NKU	21		

NKU Course	Course	Credits	GCTC Course	Taken at GCTC
	Subtotal Major Credit Hours at GCTC	24		
	Total Major Credit Hours	45		

Category 5: Additional Requirements at NKU

NKU Course	Course	Credits	GCTCS Course	Taken at GCTC
	Subtotal Minor Credit Hours Taken at NKU	12-24		
	Subtotal Elective (300/400 level) Hours	14-26		
	Total Baccalaureate Degree Credit Hours	120		

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