

| Ivy Tech Community College Transfer Pathway for Ball State Bachelor's Degree in Strategic Communication: Public Relations | | | | | | |
|---|----------------------------------|-------------|--|-----------------|--------------------------------------|-------------|
| Ivy Tech AS or AA Degree (Any Major--Must complete the Indiana College Core) | | | | | Credits (h) | 60 |
| YEAR 3 - Ball State University | | | | | | |
| Fall Semester | | | | Spring Semester | | |
| Course ID | Course Name | Credits (h) | | Course ID | Course Name | Credits (h) |
| EMDD 103 | Introduction to Media Design | 3 | | CCIM 210 | Professional Development | 1 |
| JOUR 101 | Media and Society | 3 | | JOUR 250 | Introduction to Advertising | 3 |
| NEWS 105 | Journalistic Storytelling: Intro | 3 | | JOUR 261 | Principles of Public Relations | 3 |
| Elective | BSU Elective | 3 | | JOUR 302 | Diversity and Media | 3 |
| PFW XXX | Personal Wellness | 2 | | Elective | BSU Elective | 3 |
| | | | | FIN 101 | Personal Finance for Fiscal Wellness | 1 |
| | Semester Total = | 14 | | | Semester Total = | 14 |
| YEAR 4 - Ball State University | | | | | | |
| Fall Semester | | | | Spring Semester | | |
| Course ID | Course Name | Credits (h) | | Course ID | Course Name | Credits (h) |
| JOUR 348 | Social Media Mgt and Practice | 3 | | NEWS 499 | Legal and Ethical Issues | 3 |
| JOUR 382 | Strat. Comm. Theory and Research | 3 | | JOUR 397 | Public Relations Topics | 3 |
| JOUR 385 | Public Relations Adv. Writing | 3 | | JOUR 405 | Public Relations Case Studies | 3 |
| JOUR 485 | Strat. Comm. Processes | 3 | | JOUR 465 | Public Relations Campaigns | 3 |
| UCC | University Core Curriculum | 3 | | Elective | BSU Elective | 2 |
| | Semester Total = | 15 | | | Semester Total = | 14 |
| | | | | | Credits (h) | 57 |

Advising Notes: To complete this degree: students will need to complete JOUR 369 as a summer course after first year at Ball State. This will complete the last 3 credit hours of for 120 credits to graduate.