

# University of Lynchburg - Bachelor of Arts in Comm. Studies: Public Relations

## Associate Transfer Degree Plan in Communication

### COURSE REQUIREMENTS

Complete at VCCS				Complete at Lynchburg		
BACHELOR'S DEGREE REQUIREMENT	SATISFIED BY			BACHELOR'S DEGREE REQUIREMENT		
Course	Credits	CC Course	Notes	Course	Credits	Notes
No Transfer Credit	1-2	SDV 100 College Success Skills or 101 Orientation		COMM 230W	3	
ENGL 110	3	ENG 111 College Comp I		COMM 303W	3	
ENGL 123W	3	ENG 112 College Comp II	Transfers as ENGL 123	COMM 401W	3	
Fine Arts and Humanities Requirement	3	Any of the following from UCGS Art or Humanities  Arts: ART 100, CST 130, CST 151, MUS 121, MUS 226  Humanities: HUM 220, PHI 220	These two courses must come from two different disciplines.	COMM 260	3	
Fine Arts and Humanities Requirement	3	Any UCGS Art or Humanities (choose from a category not taken above), or Lit  Literature: ENG 245 or 246		COMM 302	3	
Social Science Literacy Requirement	3	Any of the following from UCGS Social & Behavioral Science: ECO 201, ECO 202, SOC 200, SOC 268		COMM 372	3	
Fine Arts and Humanities Requirement	3	Any of the following from UCGS History: HIS 101, 102, 111, or 112	Transfers as HIST 103	COMM 405	3	
Scientific Literacy Requirement	4	Any of the following from UCGS Natural Sciences: BIO 106, CHM 101, CHM 111, CHM 112, ENV 121, ENV 122, GOL 105, GOL 106, GOL 110,		COMM 440	3	

		PHY 100, PHY 201, PHY 202, PHY 241, PHY 242				
Quantitative Reasoning Requirement	3-4	MTH 261 Applied Calculus I, MTH 263 Calculus I, or MTH 245 Statistics		Major Electives I	6	Two from the following: COMM 104 COMM 251 COMM 341 COMM 362 COMM 381 COMM 394
COMM 101	3	CST 100 Public Speaking or CST 110 Human Comm		Major Electives II	3	One from the following: COMM 232 COM M 275 COMM 377 CO MM 381 COMM 382 COMM 387 COMM 397 COMM 398 COMM 399 COMM 411
	3-4	Any UCGS transfer course		General Electives	27	
COMM 171	3	CST 114 Survey of Mass Media				
Elective	3	CST 201 Intro to Communication Theory				
COMM 112	3	CST 126 Interpersonal Communication				
COMM 201	3	CST 228 Writing Across Media				
	15-17	If students have completed all requirements, they can choose to take courses from previous rows of concentration courses or additional transfer electives.				
CREDITS PRE-TRANSFER: 60-62				CREDITS POST-TRANSFER: 58-60		

## TRANSFER GUIDANCE

### Guaranteed Admission Agreement: University of Lynchburg

By meeting the following criteria, you are guaranteed admission into the University of Lynchburg.

This agreement does not guarantee your enrollment in any specific major.

- Graduate from a transfer-oriented degree program at a Virginia community college
- Graduate with a cumulative GPA of 2.0 or higher
- Submit an official transcript showing completion of the associate degree

Please visit the [TransferVirginia.org](http://TransferVirginia.org) portal to find course requirements for different majors (Transfer Tools) and **Transfer Guides** that outline course requirements for specific majors. (Resource Center)

### IMPORTANT LINKS & DATES:

- **Transfer Information:** <https://www.lynchburg.edu/undergraduate-admission/for-applicants/transfer-and-access-adult-student-guide/>
- Apply by July 31 for Fall semester
- Apply by December 19 for Spring semester
- **Admission Application:** <https://www.lynchburg.edu/undergraduate-admission/for-applicants/how-to-apply/transfer-application-steps/>
- **Financial Aid:** <https://www.lynchburg.edu/undergraduate-admission/financial-aid/>
- **FAFSA - Free Application for Federal Student Aid:** Apply at [studentaid.gov](http://studentaid.gov)

### WHAT SHOULD I CONSIDER WHEN SELECTING COURSES?

- Create a schedule for all required courses, pay attention to prerequisites and when courses are offered, complete your first math and English courses in your first year. For help, see Transfer Steps and Resource Center at [www.TransferVirginia.org](http://www.TransferVirginia.org)
- Connect with an advisor at your community college and University of Lynchburg within your first year. College Connect available in your account at [www.TransferVirginia.org](http://www.TransferVirginia.org)

### IS THIS DEGREE RIGHT FOR ME?

In our public relations emphasis, you'll dive into how businesses build good relationships with everyone they interact with.

During this program, you'll learn about different kinds of media that share important information about a product, service, or event. You'll explore the roots of public relations and create a collection of work. This includes media pitches, news releases, public service announcements, and a full plan for a promotion or event.

Our program helps you understand how to communicate in a global society. You'll also use your new knowledge in real-life situations. This includes creating, carrying out, and evaluating a campaign for an actual client.

You'll not only get better at writing for mediums like TV, radio, and the internet, but you'll also learn how to solve problems, think of solutions, and make big decisions in a world where digital communication is always changing and growing.

### WHAT IS THE IMPACT ON MY DEGREE OF WORK I HAVE ALREADY COMPLETED?

- **Associate Transfer Degree Completion:** Fulfills the majority of DELL General Education courses. DELL 400W: Senior-Year Seminar is still required.
- **Dual Enrollment – Completion of Associate Degree in HS:** Lynchburg does not differentiate between an Associate degree earned through a Dual Enrollment program and one earned in attendance at a VCCS institution
- **Credit for Prior Learning:** AP, IB, CLEP, and DANTES are evaluated for credit
- **Catalog Year:** Catalog year is determined by the first semester attended at the University of Lynchburg

### IS THIS COLLEGE RIGHT FOR ME?

- University of Lynchburg (known as Lynchburg College until 2018) is a small, private university in Lynchburg, Virginia offering more than 100 academic programs including master's and doctoral level degrees.
- Lynchburg is a welcome and inclusive community open to all students seeking to be an active part of engaged learning, developing mentoring relationships with faculty, participating in student life and community service on and off campus in an effort to be responsible citizens now and in the future.
- Scholarships and financial aid are awarded to all students and are often equal to the cost of attending a public university.
- Recognized as one of forty colleges that change lives in the book "Colleges That Change Lives" which has brought national recognition to UL, we are also recognized in US News & World Report and Princeton Review.

Learn more about our college at [www.TransferVirginia.org](http://www.TransferVirginia.org)

### DID YOU KNOW THAT...

- Completing your Associate transfer degree satisfies the majority of your DELL general education requirements and increases the chance of completing your bachelor's degree?
- Exceeding 3 years or 90 credits at your community college means you may have exhausted your financial aid at that college and have limited your future financial aid at the University of Lynchburg?
- Up to 76 credits are eligible for transfer at the University of Lynchburg? Priority will be given to major courses, minor courses, and general education courses covered from transfer credit.

### WHAT CAN I DO WITH THIS DEGREE?

Common careers and salaries include the following:

- Account executive: \$56,962

- Brand manager: \$102,552
- Chief information officer: \$167,064
- Crisis communication specialist: 70,630
- Publicist: \$50,309
- Media buyer and planner: \$52,313
- Speechwriter: \$85,717

Explore possible careers, salaries, and job outlook at [www.TransferVirginia.org](http://www.TransferVirginia.org)

#### PROGRAM SUCCESES & HIGHLIGHTS

- Members of the Debate & Forensics team have consistently placed in regional and national tournaments
- The UL PRSSA chapter has won more than \$3,000 in grant money from the PRSA-Blue Ridge chapter
- The official news source of the University of Lynchburg, The Critograph, welcomes student employees for its exclusively digital edition
- The COMM Studies network is absurdly strong: we've received more than five internship/career opportunities from alumni in this semester alone because Hornets love to hire Hornets from our COMMunity.

#### WHAT ARE MY CHANCES FOR GETTING ACCEPTED?

Any prospective student applying to the University of Lynchburg who meets the GAA criteria will automatically be accepted. Students who do not fall under the GAA agreement will still be accepted if their GPA is at least 2.0.

Learn more about applying at [www.TransferVirginia.org](http://www.TransferVirginia.org)

#### DO MORE WITH YOUR DEGREE!

- Good communication is key in any field. But what can you do with a communication studies degree? You could work in journalism or politics, do public relations or communications for a corporation or nonprofit, or use your digital skills for social advocacy. This means you could have a thrilling career in many different industries.
- When you choose a career in communication studies, you get to pick from a world of exciting jobs and earn good money. You could help change what people think as a public relations specialist, uncover breaking news stories as a journalist, or work to make the world a better place. Studying communications equips you with the skills and knowledge needed to excel in your chosen field — and anywhere.

#### OTHER THAN CLASSES, ARE THERE OTHER PROGRAM REQUIREMENTS?

There are no additional requirements for this program. An internship is highly encouraged.