



USING THIS GUIDE:

This guide has been published to assist students in preparing for transfer from St. Louis Community College to Webster University for a Bachelor of Arts degree in **Public Relations**. This should not be used in place of individual academic advising. Students are strongly encouraged to meet with a Webster University transfer admissions counselor early in their academic career to ensure a smooth transfer experience.

ABOUT PUBLIC RELATIONS MAJOR AT WEBSTER:

The public relations major combines a strong base in academic study with opportunities to test concepts through projects with actual clients. Writing proficiency is a necessary element of the major, as writing and knowledge of target audiences form the basic foundation of good public relations.

Students learn theories and gain hands-on experience in creating strategic information programs, internal communications plans, media relations, and special events as they build their professional portfolios using all available formats of media (print, video, radio and television, and digital and electronic applications).

Students learn from practicing professionals who are their professors, lecturers, mentors, and clients, bringing a real-world substance to the major. Internships augment the experience.

WEBSTER ADMISSION REQUIREMENTS:

When considering an application, Webster looks for evidence of potential for academic success. A cumulative GPA on all college level coursework of at least 2.5 on a 4.0 scale is preferred; however, each applicant is given individual consideration. If you have circumstances which might affect your admission this may be discussed confidentially with a member of the admissions staff. The University operates on rolling admission, and application files are reviewed by an admissions counselor as soon as all requested credentials have been received.

Each transfer applicant must submit:

- A completed [Application for Admission](#)
- \$35.00 non-refundable application fee
- An official transcript from St. Louis Community College, and an official transcript from all other postsecondary institutions previously attended

All official transcripts should be sent to:

Webster University
Office of Admission
470 East Lockwood Avenue
St. Louis, MO 63119

IMPORTANT TRANSFER NOTES:

- Webster University has a minimum residency requirement that 30 of the student's last 36 credits must be taken at Webster University. All students must have a minimum of 128 credit hours to graduate.
- Courses completed with a grade below a C- do not count toward fulfilling the specific course requirements of the major or general education/Global Citizenship Program.

- Transfer students who have taken introductory coursework in the major should not expect to complete their degree in fewer than four semesters due to sequential nature of courses.
- Most students who major in the School of Communications must complete a portfolio review as a requirement for graduation. This portfolio review or its equivalent is the pre-requisite for an Internship or Senior Overview. While the majority of work students will exhibit for this review should come from assignments in their courses at Webster University, students may also include exceptional work they have completed at other institutions and therefore the departments suggest incoming transfer students save any such work they deem appropriate for the portfolio review. Any questions about the portfolio review process should be directed to their academic advisor.
- Webster University provides full transfer of coursework successfully completed as part of an associate degree awarded by a regionally accredited institution. While students with associate's degrees typically transfer 60-66 credit hours, Webster will transfer in all coursework that is part of the completed associate degree. Transfer of additional lower-division credit beyond the associate's degree is restricted. All transfer credit is capped at 98 credit hours.
- All transfer coursework must be college-level (1000-level or above) with a passing grade. A grade of D or higher is considered passing, but a D will have severe transfer restrictions. Pass/Fail courses will count for transfer credit if the student received a Pass. For repeated courses only the second grade will be counted. Incomplete grades are not accepted in transfer. Formal evaluation of transfer credit is conducted by the Office of the Registrar upon admission to the University.

MISSOURI REVERSE TRANSFER:

Webster University is participating in the [Missouri Reverse Transfer](#) statewide initiative to help more Missourians earn associate degrees. Webster has partnered with each community college in the state to help students apply Webster University credit back to the community college to earn the associate degree, if they transferred prior to earning the degree. Please speak with your transfer admissions counselor or academic advisor for more information.

WEBSTER DEGREE REQUIREMENTS:

A minimum of **128** credit hours consisting of the following:

- Applicable University Global Citizenship Program hours
- 60 Required credit hours for the Major and department
- Electives
- Successful Portfolio Review

GENERAL EDUCATION/GLOBAL CITIZENSHIP PROGRAM:

Webster University requires all baccalaureate students to complete a general education program. The University has implemented a new set of general education requirements. The Global Citizenship Program (GCP) is a set of undergraduate degree requirements and a general education program developed by Webster University faculty to help prepare students to confront global problems and 21st century challenges.

Students who complete an Associate of Arts (AA) degree or the CBHE-approved block of general education before transferring to Webster University will have satisfied the general education requirements and FRSH 1200 First Year Seminar requirement of the GCP. All students are required to take the Global Keystone Seminar at Webster.

Students completing other associate degrees will have previous credits reviewed on a course-by-course basis for applicability to the GCP. See *GCP Transfer Guide developed for St. Louis Community College*.

REQUIRED COURSES:

Webster University Course	STLCC Course Equivalent
PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3)	MCM 211 Applied Public Relations
EPMD 1010 Introduction to Production for Journalism (3)	<i>No Equivalency</i>

MEDC 1010 Introduction to Mass Communications (3)	MCM 101 Introduction to Mass Communications
JOUR 1030 Fundamentals of Reporting (3)	MCM 110 Journalism I: Writing and Reporting
MEDC 1050 Introduction to Media Writing (3)	MCM 217 Publications Writing
MEDC 2200 Ethics in the Media (3)	<i>No Equivalency</i>
ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3) or INTM 2350 Digital Production Tools (3)	<i>No Equivalency</i>
PBRL 2400 Public Relations and New Media: Content Creation and Management (3)	<i>No Equivalency</i>
PBRL 2800 Organizational Internal Communications (3)	<i>No Equivalency</i>
PBRL 2920 Writing for Public Relations (3)	<i>No Equivalency</i>
PBRL 3500 Public Relations Research (3)	<i>No Equivalency</i>
PBRL 3600 Public Relations Cases, US & Global (3)	<i>No Equivalency</i>
MEDC 4100 The Law and the Media (3)	<i>No Equivalency</i>
PBRL 4250 Media Relations (3)	<i>No Equivalency</i>
PBRL 4300 Crisis Communications and Issues Management (3)	<i>No Equivalency</i>
PBRL 4920 Public Relations Campaigns (3)	<i>No Equivalency</i>
MEDC 4950 Internship (3) or PBRL 4620 Senior Overview (3)	<i>No Equivalency</i>

SKILL ELECTIVES:

Students shall complete a minimum of **9** hours of Skill Electives, as outlined in the [Public Relations degree requirements](#).

Webster University Course	STLCC Course Equivalent
MEDC 2800 Cultural Diversity in the Media (3)	<i>No Equivalency</i>
PBRL 3150 Topics (1-3)	<i>No Equivalency</i>
MEDC 3260 International Communications (3)	<i>No Equivalency</i>
PBRL 4050 Special Events (3)	<i>No Equivalency</i>
PBRL 4700 Professional Development in Public Relations (3)	<i>No Equivalency</i>
ADVT 1940 Introduction to Marketing Communications (3)	<i>No Equivalency</i>
ADVT 3500 Visual Communications for Advertising and Public Relations (3)	<i>No Equivalency</i>
MNGT 3700 Introduction to Entrepreneurship and Small Business Management (3)	<i>No Equivalency</i>
BUSN 3710 Entrepreneurial Financial Management (3)	<i>No Equivalency</i>
MNGT 3720 Entrepreneurial Marketing (3)	<i>No Equivalency</i>
SPCM 1280 Interpersonal Communications (3)	COM 201 Interpersonal Communication
SPCM 2200 Group Communications (3)	COM 103 Small Group Communication
SPCM 2400 Persuasion (3)	<i>No Equivalency</i>
SPCM 3500 Presentations for Media Professionals (3)	<i>No Equivalency</i>

ELECTIVES:

Elective hours can consist of any college-level courses that are not already being applied to the major or general education requirements of the degree. Many students may choose to obtain a minor out of the required elective hours. Please note that all coursework applied to a minor must be completed at Webster University, with a grade of C- or better.

Webster University reserves the right to correct errors in these listings or to make revisions in degree requirements or course equivalencies without prior notice.