

North Central Michigan College Advising Guide

About the program: Bachelor of Science in Business Administration with a Public Relations Minor is designed to provide a well-rounded professional education. This degree will provide students with a broad background of business and its functional areas. Students will gain knowledge and apply the essential Public Relations skills of writing, research, planning, problem-solving, business/economics competence, and expertise in social media. The diverse field of Public Relations emphasizes the importance of communicating effectively in a multicultural world.

BACHELOR OF SCIENCE-BUSINESS ADMINISTRATION- PUBLIC RELATIONS MINOR PROGRAM REQUIREMENTS

What to take at NCMC for Public Relations Minor

PREREQUISITE and PROGRAM REQUIREMENTS		
Total credit hours: 92		
NCMC Course #	Title (Use these courses to guide your selection for the MTA)	Cr. Hrs.
B161	<i>Intro to Business</i>	3
B200	<i>Principles of Management</i>	3
B207	<i>Business Communications</i>	3
B211	<i>Accounting Principles I</i>	4
B212	<i>Accounting Principles II</i>	4
B290	<i>Business Law I</i>	3
COM/ENG	<i>COM111 or COM170 or ENG112 -MTA</i>	3
ECO111	<i>Macroeconomics -MTA</i>	3
ECO112	<i>Microeconomics</i>	3
ENG111	<i>Composition I -MTA</i>	3
HUM Elect	<i>Humanities Elective -MTA</i>	3
HUM Elect	<i>Humanities Elective -MTA</i>	3
M200	<i>Marketing</i>	3
MATH130	<i>College Algebra -MTA</i>	4
Nat. Science	<i>Natural Science Elective -MTA</i>	4
Nat. Science	<i>Natural Science Elective -MTA</i>	4
SOC SCI.	<i>Social Science Elective -MTA</i>	3
STAT200	<i>Statistics</i>	3
Minor Elect	<i>CAP210, COM105 and M202</i>	3
Electives	<i>General Electives</i>	30

HIGHLY RECOMMENDED prior to transferring to LSSU

- Michigan Transfer Agreement (MTA): Requires minimum of 30 credits with a "C" grade or better. Click on the link for information and specific courses to satisfy the MTA at NCMC: [MTA Information](http://www.ncmich.edu/resources-support/other-support/mi-transfer-agreement.html) or <http://www.ncmich.edu/resources-support/other-support/mi-transfer-agreement.html>
- Note: If the MTA is not met at NCMC, additional courses may be required at LSSU.
- Completion of Associate of General Studies degree from NCMC

What to take at LSSU's Petoskey Regional Center

Public Relations Minor REQUIREMENTS		
Total credit hours: 32		
LSSU Course #	Title	Cr. Hrs.
BUSN403	<i>Business, Government and Society</i>	3
BUSN466	<i>Business Policy</i>	3
COM210/211	<i>Bus. Prof. Public Speaking or Adv. Public Speaking</i>	3
COMM302	<i>Argumentation and Advocacy</i>	3
COMM308	<i>Communication Theory</i>	3
COMM320	<i>Public Relations</i>	4
FINC341	<i>Managerial Finance</i>	4
MGMT280	<i>Intro to Management Information Sys.</i>	3
MGMT371	<i>Operations & Business Analytics</i>	3
Elective	<i>Any LSSU Elective</i>	3

✓ Checklist and Program Requirements for the Public Relations Minor

- Apply to LSSU @ lssu.edu
- Pay \$25 online application fee
- Send ALL official transcripts to LSSU
- Apply for Financial Aid (LSSU FAFSA: 002293)
- General Education Requirement met through MTA at NCMC
- Minimum of 124 credits needed for degree
- Minimum of 30 of last 60 hours taken at LSSU
- 50% of 300/400 level Department credits earned at LSSU
- Minimum GPA - 2.0 overall, Departmental -2.0

Petoskey Regional Center Course Rotation

- The Bachelor of Science in Business programs at the Petoskey Regional Center are considered part-time, completion programs. Courses from LSSU are available online and in-seat here in Petoskey. For more information on course rotation, please contact the Regional Center Director at 231.348.6623 or email cramsdell@lssu.edu.