

ORGANIZATIONAL LEADERSHIP - PUBLIC RELATIONS OPTION, BACHELOR OF ARTS

Dr. Jeremy Schwehm, Program Director

Dean Hall, Room 107C

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Curriculum

Course	Title	Hours	Completed
Freshman			
Fall			
ENGL 1013	Composition I ¹	3	_____
SCIL 1XXX	Science with Laboratory ¹	4	_____
SS 1XXX	Social Science Courses ¹	3	_____
TECH 1001	Orientation to the University	1	_____
Elective ²		6	
	Hours	17	
Spring			
ENGL 1023	Composition II ¹	3	_____
MATH XXXX	Mathematics ¹	3	_____
SCIL 1XXX	Science with Laboratory ¹	4	_____
Elective ²		6	
	Hours	16	
Sophomore			
Fall			
COMM 1003 or COMM 2003 or COMM 2173	Introduction to Communication or Public Speaking or Business and Professional Speaking	3	_____
FAH 1XXX	Fine Arts and Humanities Courses ¹	3	_____
LEAD 1003	Introduction to Leadership	3	_____
Elective ²		6	
	Hours	15	
Spring			
FAH 1XXX	Fine Arts and Humanities Courses ¹	3	_____
JOUR 3173	Public Relations Principles	3	_____
JOUR 4033	Community Journalism	3	_____
USHG 1XXX	U.S. History and Government ¹	3	_____
Elective ²		3	
	Hours	15	
Junior			
Fall			
COMM 3033	Interviewing Principles and Practices	3	_____
COMM 4153	Persuasive Theory and Audience Analysis	3	_____
OL 3133	Principles of Personnel Management	3	_____
Electives ²		6	
	Hours	15	
Spring			
BAS 4353	Project Management	3	_____

BAS 4453	Root Cause Analysis	3	_____
JOUR 4083	Internet Communication	3	_____
OL 3023	Professional Communications	3	_____
Hours		12	
Senior			
Fall			
OL 4243	Adult Learning in Organizations ⁴	3	_____
OL 4443	Professional Leadership ⁴	3	_____
OL 4543	Workplace Supervision ⁴	3	_____
OL 4643	Organizational Globalization and Diversity ⁴	3	_____
OL 4743	Organizational Change ⁴	3	_____
Hours		15	
Spring			
COMM 3073	Group Communication	3	_____
Select one of the following:		3	_____
OL 3233	Volunteer Leadership and Development		_____
OL 4053	Philanthropy and Fundraising		_____
OL 4143	Nonprofit Organizations ⁴		_____
OL 4343	Community Development		_____
OL 4043 or LEAD 2003	Ethical Leadership ⁴ or Ethics in Leadership	3	_____
OL 4843	Training and Organizational Development ⁴	3	_____
OL 4963	Organizational Leadership Capstone ₃	3	_____
Hours		15	
Total Hours		120	

¹ See appropriate alternatives or substitutions in "General Education Requirements (<https://catalog.atu.edu/undergraduate/general-education-requirements/>)".

² At least 40 of the total hours required for graduation must be 3000 - 4000 level courses.

³ Must earn a 'C' or better.

⁴ This program partners the Organizational Leadership undergraduate degree with the Master of Arts (MA) Organizational Leadership and Learning degree. A maximum of twelve (12) graduate level credit hours can be counted towards both the Bachelor of Arts degree in Organizational Leadership and the MA Organizational Leadership and Learning degree. Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:

- OL 5043 Ethical Leadership can replace OL 4043 Ethical Leadership
- OL 5143 Nonprofit Organizations can replace OL 4143 Nonprofit Organizations
- OL 5343 Community Development can replace OL 4343 Community Development
- OL 5643 Organizational Globalization and Diversity can replace OL 4643 Organizational Globalization and Diversity
- OL 6043 Leadership in Organizational Change can replace OL 4743 Organizational Change
- OL 6143 Consultation, Coaching, and Leadership Development can replace OL 4843 Training and Organizational Development
- OL 6883 Special Problems in Organizational Development and Learning can replace one of the following: OL 4243 Adult Learning in Organizations, OL 4443 Professional Leadership, OL 4543 Workplace Supervision, OL 4993 Special Problems in Organizational Leadership