



**Kirkwood
Community College**
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Transfer Center
Western Illinois University
1 University Circle
103 Sherman Hall
Macomb, IL 61455
(309) 298-3120
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Broadcasting & Journalism – Advertising/Public Relations

The 2+2 is a four-year plan that leads to a Bachelor of Arts degree in Broadcasting and Journalism with an Advertising/Public Relations option at WIU.

Students intending to complete a baccalaureate degree in Broadcasting from WIU should follow the Associate in Arts degree program outlined in this brochure from Kirkwood Community College.

Students who complete the Associate of Arts degree at Kirkwood may transfer to WIU and complete their degree in Broadcasting in an additional two years.

1st Year, Fall Semester

Notes	KCC Courses	SH	WIU Equivalent
	ENG 105	3	ENG 180
	MMS 101	3	BC&J 100
	MMS 131	3	BC&J 200
	History/Cultures	3	Elective
	Math	3	Elective
	Semester Hours	15	

1st Year, Spring Semester

Notes	KCC Courses	SH	WIU Equivalent
	ENG 106	3	ENG 280
	MMS 133	3	BC&J 201
	SPC 112	3	COMM 241
	Humanities	3	Elective
	Science	3-4	Elective
	Semester Hours	15/16	

2nd Year, Fall Semester

Notes	KCC Courses	SH	WIU Equivalent
	MMS 241	3	BC&J 340 (lower division credit)
	Social Science	3	Elective
	Humanities	3	Elective
	Science	4	Elective
	Social Science	3-4	Elective
	Semester Hours	16/17	

Both community college and university requirements are subject to change. The courses listed here are intended as a projected course guide.

2nd Year, Spring Semester

Notes	KCC Courses	SH	WIU Equivalents
	MMS 111	3	BC&J 101
	Elective	3	Elective
	Social Science	3	Elective
	History/Cultures	3	Elective
	Humanities	3	Elective
	Semester Hours	15	

Notes for KCC

1. This 2+2 is a four-year plan that leads to a Bachelor's degree in Broadcasting and Journalism with a an Advertising/Public Relations option at WIU.
2. Students intending to complete a baccalaureate degree in Journalism from WIU should follow the Associate of Arts degree program outlined in this brochure from Kirkwood Community College.
3. Students who complete the A.A. with an interest in Communications Media/Public Relations at Kirkwood and who earn a GPA of at least 2.5 may transfer to WIU and complete their degree in Broadcasting in an additional two years.

WIU Suggested Course Sequence

3rd Year, Fall Semester

Notes	WIU Courses	SH
	Elective	3
1	MKTG 327	3
	Minor	3
	Elective	3
	Elective	3
	Semester Hours	15

3rd Year, Spring Semester

Notes	WIU Courses	SH
1	BC&J 341	3
1	MKTG 331	3
	Elective	3
	Minor	3
1	Elective 300+	3
	Semester Hours	15

4th Year, Fall Semester

Notes	WIU Courses	SH
1,3	BC&J 351	3
1	BC&J 342 or 345	3
1	BC&J 343 or 346	3
1	Minor 300+	3
1	Minor 300+	3
	Semester Hours	15

4th Year, Spring Semester

Notes	WIU Courses	SH
1	BC&J 400	3
1	BC&J 344 or 456	3
1	Minor 300+	3
1	Minor 300+	3
1	Elective 300+	3
	Semester Hours	15

Notes for WIU

1. Students must complete 42 semester hours of upper division credit to graduate.
2. BC&J 455 (Internship) may be taken during the summer session prior to senior year or after senior year and would count as an upper division elective class.
3. BC&J 351 meets the Foreign Language Global Issues Requirement (FLGI), if not already met.