

Public Relations and Advertising 2014

Major: Public Relations and Advertising

Degree Type: B.A. or B.S.

Required Degree Credits to Graduate: 122

Arts, Humanities, and Social Sciences

Degree Requirements

Bachelor of Science (B.S.) Degree – The completion of a minor program of study, a second major, or a second degree is required.

Bachelor of Arts (B.A.) Degree – Second year language proficiency required.

General Education Requirements

First Year Experience (F):

UNIV 189	Skills For Academic Success (Students transferring in 24 or more credits do not need to take UNIV 189.)	1
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Communication (C):

ENGL 110	College Composition I	3
ENGL 120	College Composition II	3

One course in Upper Level Writing. Select one of the following: 3

ENGL 320	Business and Professional Writing	
ENGL 321	Writing in the Technical Professions	
ENGL 323	Creative Writing II	
ENGL 324	Writing in the Sciences	
ENGL 325	Writing in the Health Professions	
ENGL 357	Visual Culture and Language	
ENGL 358	Writing in the Humanities and Social Sciences	
ENGL 459	Researching and Writing Grants and Proposal	
COMM 110	Fundamentals of Public Speaking	3

Quantitative Reasoning (R): Select from current general education list 3

Science & Technology (S):

A one-credit lab must be taken as a co-requisite with a general education science/technology course unless the course includes an embedded lab experience equivalent to a one-credit course. Select from current general education list. 10

Humanities & Fine Arts (A): Select from current general education list. 6

Social & Behavioral Sciences (B):

Social & Behavioral Science category met by courses taken within the major. 6

Wellness (W): Select from current general education list. 2

Cultural Diversity (D):

COMM 216	Intercultural Communication	3
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Global Perspectives (G): Select from current general education list.

Total Credits 40

Arts, Humanities and Social Sciences College Requirements

An additional 9 credits are required by the College of Arts, Humanities and Social Sciences for all Bachelor of Science and Bachelor of Arts degree programs of study, except the Bachelor of Fine Arts degree, the Bachelor of Music degree, Bachelor of Landscape Architecture degree, and the Bachelor of Science in Architecture degree:

AH&SS College Requirements

Courses used to satisfy any general education requirement cannot be used to also count toward the AH&SS College Requirements. A minimum of three credits is required in each of the 3 following areas for a total of 9 credits. Choose only those courses with the prefixes listed for each area. A course with the WGS prefix can only be used in one area.

Area One: Humanities	3
ARB, ENGL, FREN, GERM, HIST, HUM, PHIL, RELS, SPAN, or WGS	
Area Two: Social Sciences	3
ANTH, CJ, COMM, EMGT, POLS, SOC, or WGS	
Area Three: Fine Arts	3
ARCH, ART, ENVD, LA, MUSC, or THEA	
Total Credits	9

Major Requirements

General Education Requirements	40
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AH&SS College Requirement	9
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Pre-Communication Requirements

Students must complete 21 credits of selected courses with a grade of 'B' or above to become a communication major. These courses may be repeated only once for this major.

ENGL 120	College Composition II	3
COMM 110	Fundamentals of Public Speaking	3
or COMM 111	Honors Public Speaking	
COMM 112	Understanding Media and Social Change	3
COMM 114	Human Communication	3
COMM 212	Interpersonal Communication	3
COMM 216	Intercultural Communication	3
Select one of the following:		3
SOC 110	Introduction to Sociology	
POLS 110	Introduction to Political Science	
PSYC 111	Introduction to Psychology	
CJ 201	Introduction to Criminal Justice	

Professional Major

Core courses for all tracks:

COMM 301	Rhetorical Traditions	3
or COMM 321	Introduction to Communication Theory	
COMM 320	Communication Analysis	3
COMM 375	Principles and Practices of Advertising and Public Relations	3
COMM 431	Communication Ethics	3
COMM 496	Field Experience	3

Choose one of the following tracks:	9
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Public Relations Track:	
COMM 472	Public Relations Campaigns (Capstone)
COMM 477	Research for Strategic Communication
COMM 485	Crisis Communications in Public Relations
or COMM 486	Principles of Risk Communication
Advertising Track:	
COMM 376	Advertising Creative Strategies
or COMM 377	Advertising Media Planning
COMM 476	Advertising Campaign Practicum
COMM 477	Research for Strategic Communication

Major Electives for all tracks

Major electives to be taken from the following list or courses from the track not selected above.

Select four of the following:	12
COMM 200	Introduction to Media Writing

COMM 310	Advanced Media Writing	
COMM 313	Editorial Processes	
COMM 345	Principles of Broadcast Production	
COMM 386	Organizational Interviewing	
COMM 434	Communication Law	
COMM 435	Critical Approaches to Popular Culture	
COMM 443	Mass Media and Public Opinion	
COMM 450	Issues in Communication	
COMM 484	Organizational Advocacy and Issue Management	
Degree Requirements: Potential of 28 credits to reach 122		28
Total Credits		122