

BACHELOR OF ARTS IN PUBLIC RELATIONS, ADVERTISING and SOCIAL MEDIA

2023-2024 Degree Requirements

Name _____ ID# _____

TOTAL CREDITS FOR DEGREE: 122

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

| | | | |
|----------------------------------|----------------------|-----------|-------|
| COMM 101 | Oral Comm. & Pres. | 3 credits | _____ |
| ENGL 101 | College Composition | 3 credits | _____ |
| UNIV 101 | City-University Life | 3 credits | _____ |
| Senior Capstone: PRAD 433 or 497 | | 3 credits | _____ |

Choose Thematic Core courses in the following:

| | | |
|------------------------------|-----------|-------|
| Explore the World - Choice 1 | 3 credits | _____ |
| Explore the World - Choice 2 | 3 credits | _____ |
| Investigate Science | 3 credits | _____ |
| Investigate Mathematics | 3 credits | _____ |
| Interpret Creative Works | 3 credits | _____ |
| Understand People - Choice 1 | 3 credits | _____ |
| Understand People - Choice 2 | 3 credits | _____ |
| Succeed in Business | 3 credits | _____ |
| Appreciate & Apply the Arts | 3 credits | _____ |
| Discover Technology | 3 credits | _____ |

COMM BA CORE: 29 cr.

| | | |
|--|---|-------|
| COMM 105 Media & Society | 3 | _____ |
| COMM 110 Media Literacy | 3 | _____ |
| COMM 115 Media Storytelling | 3 | _____ |
| COMM 120 Visual Storytelling | 3 | _____ |
| COMM 215 Video Storytelling | 3 | _____ |
| COMM 300 Career Prep Seminar | 1 | _____ |
| COMM 311 Practicum | 1 | _____ |
| COMM 412 Media Ethics & Responsibility | 3 | _____ |
| COMM 418 Comm Law & Regulation | 3 | _____ |
| COMM 420 Diversity and Communication | 3 | _____ |
| PHOT 205 Digital Photography | 3 | _____ |

MAJOR REQUIREMENTS: 21 cr.

| | | |
|------------------------------------|---|-------|
| PRAD 206 Intro to PR/AD | 3 | _____ |
| PRAD 239 Research for PR/AD | 3 | _____ |
| PRAD 301 PR/AD Design and Mgmt | 3 | _____ |
| PRAD 306 Social Media Practices | 3 | _____ |
| PRAD 321 PR/AD Writing | 3 | _____ |
| PRAD 326 Integrated Marketing Comm | 3 | _____ |
| PRAD 453 Social Med Crisis & Strat | 3 | _____ |

GENERAL ELECTIVES: 18 cr.

PR/AD CONCENTRATION: 12 cr.

Choose 12 credits from:

| | |
|---|-------|
| COMM 313 Internship I (3) | _____ |
| COMM 413 Internship II (3) | _____ |
| COMM 380 Cooperative Education (6) | _____ |
| COMM 390 International Media (3) | _____ |
| PRAD 327 PR Issues and Practices (3) | _____ |
| PRAD 348 Sports Media and Marketing (3) | _____ |
| PRAD 416 Special Events Planning (3) | _____ |
| PRAD 463 Social Media Analytics & SEO (3) | _____ |
| PRAD 473 Social Media Campaigns (3) | _____ |
| PRAD 295, 395, 495 Special Topics (3) | _____ |

SOCIAL MEDIA CONCENTRATION: 12 cr.

| | | |
|---|-------|-------|
| PRAD 463 Social Media Analytics & | 3 | _____ |
| PRAD 473 Social Media Campaigns | 3 | _____ |
| Choose 6 credits from: | | |
| COMM 313 Internship I (3) | _____ | |
| COMM 413 Internship II (3) | _____ | |
| COMM 380 Cooperative Education (6) | _____ | |
| COMM 390 International Media (3) | _____ | |
| PRAD 327 PR Issues and Practices (3) | _____ | |
| PRAD 348 Sports Media and Marketing (3) | _____ | |
| PRAD 416 Special Events Planning (3) | _____ | |

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PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

1. Research, write, and edit professional quality public relations and advertising materials.
2. Demonstrate an understanding of principles of media design, aesthetics, and composition.
3. Apply ethical and legal principles to integrated communications campaigns and composition.
4. Conduct and analyze primary and secondary research, including interpreting surveys, managing focus groups, and interpreting web analytics.
5. Critically analyze the quality and effectiveness of advertising, public relations and marketing programs.
6. Employ