

P POINT PARK UNIVERSITY

PROGRAM GUIDE BACHELOR OF ARTS 2009-2010 SCHOOL OF COMMUNICATION In Advertising/Public Relations

Student's Name _____

Entrance Date _____

Concentration _____

CORE 42

___	CMPS	111	Information Literacy	3
___	ENGL	150	English Composition I	3
___	ENGL	151	English Composition II	3
___	ENGL	250	World Literature I	3
___	ENGL	251	World Literature II	3
___	COPA	250	Arts & Human Experience I	3
___	COPA	251	Arts & Human Experience II	3
___	HIST	150	Intro to Study of History	3
___	MATH	150	Mathematical Experience*	3
___	NSET	110	Intro to Natural Sciences I	3
___	NSET	111	Intro to Natural Sciences II	3
___	POLS	250	Intro to Government Systems or	3
___	POLS	102	American National Government	3
___	PSYC	150	Psychological Foundations	3
___	SOC	150	Sociological Foundations or	3
___	SOC	111	World Cultures	3

* or MATH 180 or 190

DEPARTMENT GENERAL REQUIREMENTS 27

Humanities (6)

___	ENGL	121	Effective Speech	3
___	ENGL	___	_____	3
			(English Lit., not writing at 300+ level)	

Language Sequence & Cultural Studies (9)

A two course sequence in the same foreign language
(courses in translation excluded)

___	___	___	_____	3
___	___	___	_____	3

A cultural of specialized areas studies course

(History, modern language, language or political science course)

___	___	___	_____	3
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Social Sciences (9)

___	HIST	___	_____	3
			(203 or 204)	
___	POLS	___	_____	3
___	ECON	___	(102.202.205.209. 250. 308.372.402	3
			(201, 202, or 321)	

Mathematics/Business (3)

___	MATH	175	Elementary Statistics	3
			OR	
___	BMGT	___	_____	3
			(e.g., 101, 201, 205, 208, or 303)	

DEPARTMENT MAJOR REQUIREMENTS 44

Required: (Recommended order) (20)

___	JOUR	101	Survey of Mass Communications	3
___	JOUR	103	Computer-mediated Publication	3
___	JOUR	150	Journalistic Skills I	3
___	JOUR	151	Journalistic Skills 2	3
___	JOUR	300	Career Prep	1
___	JOUR	311	Practicum	1
___	JOUR	412	Media Ethics & Responsibilities.	3
___	JOUR	418	Comm. Law and Reg.	3

ADVERTISING/PR CONCENTRATION 24

Required:

___	JOUR	206	Intro to Advertising and PR	3
___	JOUR	239	IMC Research for Ad/PR	3
___	JOUR	255	Advertising and PR Writing	3
___	JOUR	326	IMC Planning	3
___	JOUR	415	IMC Capstone	3

Advertising: Choose 3 courses (9 credits) from the following:

___	JOUR	301	Ad Copy Writing and Layout	3
___	JOUR	308	Publications Production 1 OR	3
___	JOUR	310	Publications Production 2	3
___	JOUR	313	Mass Media Internship 1	3
___	JOUR	316	Advertising Photography	3
___	JOUR	413	Mass Media Internship 2	3
___	JOUR	433	Advertising Competition	3
___	JOUR	436	Advertising Campaigns	3
___	JOUR	336	Advertising and PR Graphics	3
___	JOUR	407	Desktop Publishing	3

Public Relations: Choose 3 courses (9 credits) from the following:

___	JOUR	313	Mass Media Internship 1	3
___	JOUR	308	Publication Production 1 OR	3
___	JOUR	310	Publication Production 2	3
___	JOUR	327	Public Relations Theory	3
___	JOUR	407	Desktop Publishing	3
___	JOUR	413	Mass Media Internship 2	3
___	JOUR	416	Public Relations Practices	3
___	JOUR	336	Advertising and PR Graphics	3
			OR	

GENERAL COLLEGE ELECTIVES 15

___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3
___	___	___	_____	3

MINIMUM CREDITS FOR B.A. DEGREE

128

HF/jlk2009

Heleen Heleen 8/5/09
Dean's Initials/Chair's Initials/Date