## **BACHELOR OF ARTS IN PUBLIC RELATIONS, ADVERTISING, SOCIAL MEDIA**

### (EARLY MASTER'S START)

2023-2024 Degree Requirements

	Name		ID# _		
		TOTAL CREDITS FO	OR DEGREE: 122		
UNIVERSITY CORE CURRICULUM: 42 credits					
	Required Fu	ndamental Courses:			
	COMM 101	Oral Comm. & Pres.	3 credits		
	ENGL 101	College Composition	3 credits		
	UNIV 101	City-University Life	3 credits		
	Senior Capst	tone: 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 S	Science	3 credits		
	Investigate Mathematics		3 credits		
	Interpret Cre	eative Works	3 credits		
	Understand	People - Choice 1	3 credits		
	Understand People - Choice 2		3 credits		
	Succeed in B	Business	3 credits		
	Appreciate 8	& Apply the Arts	3 credits		
	Discover Teo	chnology	3 credits		

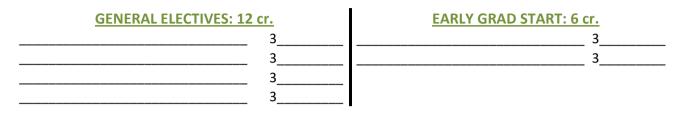
COMM BA CORE:29 cr.		PR/AD CONCENTRATION: 12 cr.	
COMM 105 Media & Society	3	Choose 12 credits from:	
COMM 110 Media Literacy	3	COMM 313 Internship I (3)	
COMM 115 Media Storytelling	3	COMM 413 Internship II (3)	
COMM 120 Visual Storytelling	3	COMM 380 Cooperative Education (6)	
COMM 215 Video Storytelling	3	COMM 390 International Media (3)	
COMM 300 Career Prep Seminar	1	PRAD 327 PR Issues and Practices (3)	
COMM 311 Practicum	1	PRAD 348 Sports Media and Marketing (3)	
COMM 412 Media Ethics & Responsibiliti	¢ 3	PRAD 416 Special Events Planning (3)	
COMM 418 Comm Law & Regulation	3	PRAD 463 Social Media Analytics & SEO (3)	
COMM 420 Diversity and Communication		PRAD 473 Social Media Campaigns (3)	
PHOT 205 Digital Photography	3	PRAD 295, 395, 495 Special Topics (3)	
		SOCIAL MEDIA CONCENTRATION: 12 cr.	
MAJOR REQUIREMENTS: 21	<u>cr.</u>	PRAD 463 Social Media Analytics & 3	
PRAD 206 Intro to PR/AD	3	PRAD 473 Social Media Campaigns 3	
PRAD 239 Research for PR/AD	3	Choose 6 credits from:	
PRAD 301 PR/AD Design and Mgmt	3	COMM 313 Internship I (3)	
PRAD 306 Social Media Practices	3	COMM 413 Internship II (3)	
PRAD 321 PR/AD Writing	3	COMM 380 Cooperative Education (6)	
PRAD 326 Integrated Marketing Comm	3	COMM 390 International Media (3)	
PRAD 453 Social Med Crisis & Strat	3	PRAD 327 PR Issues and Practices (3)	
		PRAD 348 Sports Media and Marketing (3)	

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PRAD 416 Special Events Planning (3) PRAD 295, 395, 495 Special Topics (3)



#### **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 professional-level public relations and advertising skills to create campaigns to meet client needs.