

# BACHELOR OF ARTS IN PUBLIC RELATIONS ADVERTISING

## *2021-2022 Degree Requirements*

Name: \_\_\_\_\_

ID Number: \_\_\_\_\_

**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 PRAD 497 3 credits

**(Advertising Competition or  
IMC Agency)**

#### **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 GRID 103 3 credits

**(Graphic Design I)**

### COMM CORE: 29 cr.

BPMM 215 Video Storytelling (3)

COMM 105 Media & Society (3)

COMM 110 Media Literacy (3)

COMM 115 Media Storytelling(3)

COMM 120 Visual Storytelling (3)

COMM 300 Career Prep Sem (1)

COMM 311 Practicum (1)

COMM 412 Media Ethics (3)

COMM 418 Comm Law and Regulation (3)

COMM 420 Diversity and Communication (3)

PHOT 205 Intro to Digital Photography (3)

### MAJOR REQUIREMENTS: 21 cr.

PRAD 206 Intro to Advertising/PR (3)

PRAD 239 IMC Research for Ad/PR (3)

PRAD 301 Ad Copy & Layout (3)

PRAD 306 Social Media Practices (3)

PRAD 321 PR Writing (3)

PRAD 326 IMC Planning (3)

PRAD 453 Social Media Crisis& Strat Comm (3)

### MAJOR ELECTIVES: 15 cr.

#### **Choose 5 courses from the following:**

COMM 313 Internship I (3)

COMM 413 Internship II (3)

COMM 390 International Media (3)

GRID 307 Graphic Design II (3)

GRID 336 Branding&Corp Iden (3)

MULT 280 Intro to Multimedia (3)

PRAD 327 PR Issues and Practices (3)

PRAD 348 Sports Media and Mktg (3)

PRAD 416 Special Events Planning (3)

PRAD 433 Advertising Competition (3)

PRAD 463 Social Media Analytics & SEO (3)

PRAD 473 Social Media Campaigns (3)

PRAD 497 IMC Agency (3)

PRAD 295,395,495 Special Topics (3)

### GENERAL ELECTIVES: 15 cr.

# **BACHELOR OF ARTS IN PUBLIC RELATIONS ADVERTISING**

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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, marketing, and
6. Employ professional-level public relations and advertising skills to create campaigns to meet client needs.