

ADVERTISING/PUBLIC RELATIONS

BA Degree: 120 Credits

FALL 2012 update

MAJOR REQUIREMENTS: 35 Credits

ELECTIVES: 26 Credits

PRESCRIBED COURSES FOR ALL OPTIONS: (14 credits)

COMM 160 _____ (1) ECON 102 (GS) _____ (3) PSYCH 100 (GS) _____ (3) STAT 200 (GQ) _____ (4)
COMM 420 _____ (3) **Research Methods in Advertising and Public Relations:** primary and secondary research methods used in the development of solutions to advertising and public relations problems. Prereqs: COMM 320 or 370; STAT 200

Supporting Courses and Related Areas: (3 credits)

Select 3 credits of COMM courses (other than COMM 100 or 120) COMM _____

ADVERTISING OPTION: (18 credits)

Prescribed Courses: (12 credits)

_____ COMM 320	Introduction to Advertising: advertising management in business, including communications theory, common industry practices, basics of copy, media and budget decisions, and environmental influences. Prereq: 4 th semester standing
_____ COMM 421W	Advertising Creative Strategies: planning, designing, writing advertisements, introduction to graphics and production techniques and processes, layout and copywriting practice and critiques. Prereq: COMM 320
_____ COMM 422	Advertising Media Planning: analysis, selection, and scheduling of advertising media, examination of algorithms, technologies, and software used in media planning. Prereq: COMM 320
_____ COMM 424	Advertising Campaigns: advertising campaign problems from the viewpoint of the advertiser and advertising agency, production of a complete advertising campaign. Prereqs: COMM 420 or 304, COMM 421W & 422

Additional Courses: (6 credits)

SELECT six (6) credits from:

_____ COMM 370	Public Relations: public understanding of organizations and institutions; identification and analysis of public; media relations; public relations practice. Prereq: 4 th semester standing
_____ COMM 373	Crisis Communications in Public Relations: introduces students to organizational risk assessment and protecting an organization's reputation in times of crisis. Prereqs: COMM 260W and COMM 370 or COMM 320.
_____ COMM 410	International Mass Communications: the role of international media in communication among and between nations and people. Prereq: Select 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370
_____ COMM 411	Cultural Aspects of the Mass Media: the mass media as creators and critics of mass culture in American life; relationships between the media and mass culture. Prereq: 6 credits in the arts or the humanities & 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370
_____ COMM 417	Ethics & Regulation in Advertising & Public Relations: Ethical issues in the practice of advertising and public relations; legal & regulatory issues; case studies. Prereq: COMM 320 or 370

_____ COMM 418	Media Effects: Theory & Research: investigation of social & psychological effects of media messages and technologies via theories and empirical evidence pertaining to processes of effects. Prereqs: COMM 118 & 304 or equivalent
_____ COMM 425	Advanced Advertising Campaigns (3) An academic option for student AAF members who will develop an integrated advertising campaign to be presented in District competition. Prereqs: COMM 420, COMM 421W, COMM 422, COMM 424 or COMM 471 and permission of the program
_____ COMM 426	International & Intercultural Strategic Communication: advertising & public relations in the international & intercultural arenas; multicultural strategic communications strategies. Prereq: COMM 320 or 370
_____ COMM 427	Client/Agency Relations: building & maintaining client/agency relationships in advertising, public relations & direct response agency business functions. Prereqs: Advertising Option: COMM 421 & 422; one can be taken concurrently OR Public Relations Option: COMM 471 & 473; COMM 473 can be taken concurrently.
_____ COMM 468	Graphic Applications in Print Communications: issues, concepts, and practice identified with contemporary design strategies for print journalism, advertising, and public relations. Prereq: COMM 260W or 320
_____ COMM 496	Independent Studies
_____ COMM 499	Foreign Study – Mass Communications: study of mass communication systems and practices in selected foreign countries. Prereq: department approval

PUBLIC RELATIONS OPTION: (18 credits)

Prescribed Courses: (12 credits)

_____ COMM 260W	News Writing and Reporting: news and news values; legal and ethical problems of reporting; writing and reporting news for the mass media. Prereq: ENGL 15 or 30; COMM 160; 3 rd semester standing and typing proficiency
_____ COMM 370	Public Relations: public understanding of organizations and institutions; identification and analysis of public; media relations; public relations practice.
_____ COMM 471	Public Relations Media and Methods: analyzing media and audiences for public relations purposes; planning, designing, and writing public relations communications; press relations and publicity methods. Prereqs: COMM 260W & 370
_____ COMM 473	Public Relations Problems: case studies and problems in publicity and public relations in industry, government, and institutions. Prereqs: COMM 370, 420 or 304, and 471

Additional Courses: (6 credits)

SELECT six (6) credits from:

_____ COMM 320	Introduction to Advertising: advertising management in business, including communication theory; common industry practices; basics of copy, media, and budget decision; and environmental influences.
_____ COMM 373	Crisis Communications in Public Relations: introduces students to organizational risk assessment and protecting an organization's reputation in times of crisis. Prereqs: COMM 260W and COMM 370 or COMM 320.
_____ COMM 401	Mass Media in History: relationship of news media to social, economic, and political developments in the Western world.

_____ COMM 403	Law of Mass Communications: nature and theories of law; the Supreme Court and press freedom; legal problems of the mass media.
_____ COMM 409	New Media Ethics: ethical problems in the practice of journalism; principal public criticisms of news media; case study approach.
_____ COMM 410	International Mass Communications: the role of international media in communication among and between nations and people. Prereq: Select 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370
_____ COMM 417	Ethics & Regulation in Advertising & Public Relations: Ethical issues in the practice of advertising and public relations; legal & regulatory issues; case studies. Prereq: COMM 320 or 370
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_____ COMM 462	The Feature Article: reporting and writing the human interest article for newspapers and magazines. Prereq: COMM 260W
_____ COMM 464W	Editorial Writing and News Analysis: introduces advanced journalism students to theory and techniques of writing news analyses, editorials, and reviews of culture and the arts. Prereq: COMM 260W
_____ COMM 468	Graphic Applications in Print Communications: issues, concepts, and practice identified with contemporary design strategies for print journalism, advertising, and public relations. Prereq: COMM 260W or 320
_____ COMM 496	Independent Studies
_____ COMM 499	Foreign Study – Mass Communications: study of mass communication systems and practices in selected foreign countries. Prereq: departmental approval

STUDENTS MUST SELECT AT LEAST 80 CREDITS IN NON-COMMUNICATIONS COURSES, INCLUDING AT LEAST 65 IN THE LIBERAL ARTS AND SCIENCES.

07/31/12 update