ADVERTISING/PUBLIC RELATIONS

MAJOR REQUIREMENTS: 35 Credits

BA Degree: 120 Credits

ELECTIVES: 26 Credits

FALL 2012 update

PRESCRIBED COURSES FOR ALL OPTIONS: (14 credits)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 160</td>
<td>1</td>
</tr>
<tr>
<td>ECON 102</td>
<td>3</td>
</tr>
<tr>
<td>PSYCH 100</td>
<td>3</td>
</tr>
<tr>
<td>STAT 200</td>
<td>4</td>
</tr>
<tr>
<td>COMM 420</td>
<td>3</td>
</tr>
</tbody>
</table>

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)

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

Additional Courses: (6 credits)

SELECT six (6) credits from:

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<tbody>
<tr>
<td>COMM 370</td>
<td>Public Relations</td>
<td>public understanding of organizations and institutions; identification and analysis of public; media relations; public relations practice. Prereq: 4th semester standing</td>
</tr>
<tr>
<td>COMM 373</td>
<td>Crisis Communications in Public Relations</td>
<td>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.</td>
</tr>
<tr>
<td>COMM 410</td>
<td>International Mass Communications</td>
<td>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</td>
</tr>
<tr>
<td>COMM 411</td>
<td>Cultural Aspects of the Mass Media</td>
<td>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 &amp; 3 credits from COMM 100, 110, 118, 150, 180, 251, 260W, 320 or 370</td>
</tr>
<tr>
<td>COMM 417</td>
<td>Ethics &amp; Regulation in Advertising &amp; Public Relations</td>
<td>Ethical issues in the practice of advertising and public relations; legal &amp; regulatory issues; case studies. Prereq: COMM 320 or 370</td>
</tr>
</tbody>
</table>
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; 3rd 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
______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 426  International & Intercultural Strategic Communication: advertising & public relations in the international and intercultural arenas; multicultural strategic communications strategies.
Prereq: COMM 320 or 370
______COMM 427  Client/Agency Relations: Building and maintaining client/agency relationships in advertising, public relations and 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 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