

ADVERTISING/PUBLIC RELATIONS

BA Degree: 120 Credits

SUMMER 2015 update

MAJOR REQUIREMENTS: 35 Credits

ELECTIVES: 26 Credits

PRESCRIBED COURSES FOR ALL OPTIONS: (11 credits)

COMM 160_____ (1) ECON 102 (GS)_____ (3) PSYCH 100 (GS)_____ (3) STAT 200 (GQ)_____ (4)

Supporting Courses and Related Areas: (3 credits)

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

ADVERTISING OPTION: (21 credits)

Prescribed Courses: (15 credits)

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| _____ 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 420 | 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 |
| _____ 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:

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| _____ 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 |

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| _____ | 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: <u>Advertising Option:</u> COMM 421 & 422; one can be taken concurrently OR <u>Public Relations Option:</u> 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: (21 credits)

Prescribed Courses: (15 credits)

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| _____ | 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 420 | 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 |
| _____ | 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 Campaigns: case studies and problems in publicity and public relations in industry, government, and institutions. Prereqs: COMM 370, 420 or 304, and 471 |

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| _____ | 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 |
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| _____ | COMM 462 | Feature Writing: reporting and writing the human interest article for newspapers and magazines. Prereq: COMM 260W |
| _____ | COMM 464W | Editorial, Opinion and Commentary Writing: 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 72 CREDITS IN NON-COMMUNICATIONS COURSES.