

BACHELOR OF ARTS IN PUBLIC RELATIONS, ADVERTISING and SOCIAL MEDIA

2024-2025 Degree Requirements

Name _____ ID# _____

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 497	3 credits	_____

**(Ad 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	3 credits	_____

COMM BA CORE: 29 cr.

PR/AD CONCENTRATION: 12 cr.

COMM 105 Media & Society	3	_____
COMM 110 Media Literacy	3	_____
COMM 115 Media Storytelling	3	_____
COMM 120 Visual Storytelling	3	_____
COMM 215 Video Storytelling	3	_____
COMM 300 Career Prep Seminar	1	_____
COMM 311 Practicum	1	_____
COMM 412 Media Ethics & Responsibilities	3	_____
COMM 418 Comm Law & Regulation	3	_____
COMM 420 Diversity & Communication	3	_____
PHOT 205 Digital Photography	3	_____

Choose 12 credits from:	
COMM 313 Internship I (3)	
COMM 413 Internship II (3)	
COMM 380 Cooperative Education (6)	
COMM 390 International Media (3)	
PRAD 327 PR Issues and Practices (3)	
PRAD 348 Sports Media and Marketing (3)	
PRAD 416 Special Events Planning (3)	
PRAD 463 Social Media Analytics & SEO (3)	
PRAD 473 Social Media Campaigns (3)	
PRAD 295, 395, 495 Special Topics (3)	

MAJOR REQUIREMENTS: 21 cr.

SOCIAL MEDIA CONCENTRATION: 12 cr.

PRAD 206 Intro to PR/AD	3	_____
PRAD 239 Research for PR/AD	3	_____
PRAD 301 PR/AD Design and Mgmt	3	_____
PRAD 306 Social Media Practices	3	_____
PRAD 321 PR/AD Writing	3	_____
PRAD 326 Integrated Marketing Comm	3	_____
PRAD 453 Social Med Crisis & Strat	3	_____

Choose 6 credits from:	
COMM 313 Internship I (3)	
COMM 413 Internship II (3)	
COMM 380 Cooperative Education (6)	
COMM 390 International Media (3)	
PRAD 327 PR Issues and Practices (3)	
PRAD 348 Sports Media and Marketing (3)	
PRAD 416 Special Events Planning (3)	

GENERAL ELECTIVES: 18 cr.

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