

ADVERTISING/PUBLIC RELATIONS

BA Degree: 120 Credits

MAJOR REQUIREMENTS: 34**ELECTIVES: 27****PRESCRIBED COURSES FOR ALL OPTIONS: (13 credits)**

ECON 2 (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: 4th semester standing_____ **COMM 421W****Advertising Communications Problems:** 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: 4th semester standing_____ **COMM 405****Political Economy of Communications:** Structure and functions of American and other mass communications systems and their relationship to political and economic systems. Prereq: Econ 002_____ **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, 118, 150, 180, 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, 118, 150, 180, 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	Advertising Message Strategy: advanced work in developing message strategies for advertising campaigns; presentation and defense of strategic plans; extensive practice in creating advertisements. Prereqs: COMM 421W & 422
_____	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: (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. Prereq: 4 th semester standing
_____	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. Prereq: 4 th semester standing
_____	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.

_____	COMM 417	Prereq: Select 3 credits from COMM 100, 118, 150, 180, 260W, 320 or 370 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
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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.

04-11-07 update