BACHELOR OF ARTS (B.A.)

MAJOR: ADVERTISING AND PUBLIC RELATIONS

Advertising and public relations (APR) are multi-billion dollar industries that affect our lives on a daily basis. For example, the average American views thousands of commercial messages per day. Moreover, these fields are continuing to grow domestically as well as globally. Advertising and public relations clearly impact business, political and social arenas.

The APR program is designed to prepare students for competitive success within a dynamic advertising/public relations environment by offering students an opportunity to develop skills to assess both domestic and international perspectives, develop innovative approaches and implement creative designs.

The APR program is intended for students who are interested in positions such as copywriters, art directors, media planners, social media designers, account executives, public relations specialists and strategic planners. The Advertising/Public Relations major may also lead to careers in business, marketing and non-profit fields.

UNIVERSITICO	RE CURRICULUM REQUIREMENTS	48 CREDITS
DBR 100	DIALOGUE OF BELIEF & REASON	3
DBR 200	DIALOGUE OF BELIEF & REASON	3
DBR 400	DIALOGUE OF BELIEF & REASON	3
DJC 100	DIALOGUE OF JUSTICE & CIVIC LIFE	3
DJC 200	DIALOGUE OF JUSTICE & CIVIC LIFE	3
DSS 100	DIALOGUE OF SELF & SOCIETY	3
DSS 200	DIALOGUE OF SELF & SOCIETY	3
DQR 100	QUANTITATIVE REASONING	3
DQR 200	QUANTITATIVE REASONING	3
DQR 300	QUANTITATIVE REASONING	3
DSL 100	SCIENTIFIC LITERACY	3
DSL 200	SCIENTIFIC LITERACY	3
DSL 300	SCIENTIFIC LITERACY	3
DSL 400	SCIENTIFIC LITERACY	3
JTERM 1	CITIZENSHIP PROJECT	2
JTERM 2	LANGUAGE AND CULTURE	2
JTERM 3	CAREER PREPARATION	2
CIC CORE REQU	REMENTS	12 CREDITS
COM 108	MEDIA LITERACY	3
COM 202	COMMUNICATION STRATEGIES AND PERFORMANCE	3
COM 202 COM 310	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT)	
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COM 310	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT)	3
COM 310 COM 475 MAJOR REQUIR	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS	3 3 33 CREDITS
COM 310 COM 475	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT)	3
COM 310 COM 475 MAJOR REQUIR COM 115	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS	3 3 33 CREDITS 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY	3 3 33 CREDITS 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT)	3 3 33 CREDITS 3 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT)	3 3 33 CREDITS 3 3 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 341 COM 350 COM 360 COM 375 COM 440	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT)	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451 COM 492	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT) STRATEGIES IN ADVERTISING RESEARCH (ALSO MEETS DQR 400 REQUIREMENT)	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451 COM 492 GVC 220	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT) STRATEGIES IN ADVERTISING RESEARCH (ALSO MEETS DQR 400 REQUIREMENT) DIGITAL LAYOUT AND DESIGN	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3 3 3 3
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COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451 COM 492 GVC 220	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT) STRATEGIES IN ADVERTISING RESEARCH (ALSO MEETS DQR 400 REQUIREMENT) DIGITAL LAYOUT AND DESIGN ADVERTISING, DESIGN AND PRODUCTION	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451 COM 492 GVC 220 GVC 350 FREE ELECTIVE	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT) STRATEGIES IN ADVERTISING RESEARCH (ALSO MEETS DQR 400 REQUIREMENT) DIGITAL LAYOUT AND DESIGN ADVERTISING, DESIGN AND PRODUCTION	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3 3 3 3 3 27 CREDITS
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451 COM 492 GVC 220 GVC 350 FREE ELECTIVE	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT) STRATEGIES IN ADVERTISING RESEARCH (ALSO MEETS DQR 400 REQUIREMENT) DIGITAL LAYOUT AND DESIGN ADVERTISING, DESIGN AND PRODUCTION	3 3 3 33 CREDITS 3 3 3 3 3 3 3 3 3 3 3 27 CREDITS
COM 310 COM 475 MAJOR REQUIR COM 115 COM 116 COM 341 COM 350 COM 360 COM 375 COM 440 COM 451 COM 492 GVC 220 GVC 350 FREE ELECTIVE	APPLIED MEDIA (ALSO MEETS DSS 300 REQUIREMENT) SENIOR COMMUNICATION CAPSTONE (ALSO MEETS DJC 400 REQUIREMENT) EMENTS INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS PUBLIC RELATIONS PLANNING AND STRATEGY PERSUASION AND PROPAGANDA (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION LAW AND ETHICS (ALSO MEETS DJC 300 REQUIREMENT) COMMUNICATION THEORIES (ALSO MEETS DBR 300 REQUIREMENT) ADVERTISING, PUBLIC RELATIONS AND SOCIETY (ALSO MEETS DSS 300 REQUIREMENT) PUBLIC RELATIONS PRACTICES INTERCULTURAL COMMUNICATION (ALSO MEETS DSS 400 REQUIREMENT) STRATEGIES IN ADVERTISING RESEARCH (ALSO MEETS DQR 400 REQUIREMENT) DIGITAL LAYOUT AND DESIGN ADVERTISING, DESIGN AND PRODUCTION	3 3 33 CREDITS 3 3 3 3 3 3 3 3 3 3 3 3 3 27 CREDITS

TOTAL CREDITS 120

ADVERTISING AND PUBLIC RELATIONS (B.A.) 3-YEAR PLAN

Year 1

FALL		SPR	ING
Track A	Track B	Track A	Track B
COM 108	COM 108	COM 116	COM 116
COM 115	Elective	Elective	COM 115
DSS 100	DSS 100	DSL 100	DSL 100
DQR 100	DQR 100	DJC 100	DBR 100
DBR 100	DJC 100	Elective	Elective
		Elective	Elective

J-Term 1

Citizenship Project

SUMMER: DJC 200, DQR 200, DSL 200

Year 2

FALL		SPRING	
Track A	Track B	Track A	Track B
GVC 220	COM 310	COM 310	COM 341
COM 202	COM 360	COM 341	COM 375
COM 360	COM 202	COM 375	DBR 200
DSS 200	GVC 220	DQR 300	DQR 300
DBR 200	DSL 300	DSL 300	DSS 200
Elective	Elective	GVC 350	GVC 350

J-Term 2

Language & Culture and Elective

Year 3

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FALL	SPRING
COM 451	COM 350
COM 492	COM 440
DBR 400	COM 475
DSL 400	Elective
Upper Level Elective	Elective
Elective	Optional Elective

J-Term 3

Career Preparation

ADVERTISING AND PUBLIC RELATIONS (B.A.) 4-YEAR PLAN

Year 1

FALL		SPRING	
Track A	Track B	Track A	Track B
COM 108	COM 108	DJC 100	COM 115
COM 115	DJC 100	COM 116	COM 116
DSS 100	DSS 100	DSL 100	DQR 100
DQR 100	DSL 100	Elective	DBR 100
DBR 100	Elective	Elective	Elective

J-Term 1

Citizenship Project

Year 2

FALL		SPR	ING
Track A	Track B	Track A	Track B
GVC 220	COM 310	COM 310	COM 202
COM 202	DJC 200	DJC 200	GVC 220
DSS 200	DSL 200	DSL 200	DSS 200
DQR 200	Elective	Elective	DQR 200
DBR 200	Elective	Elective	DBR 200

J-Term 2

Language & Culture

Year 3

FALL	SPRING
COM 360	COM 341
COM 375	GVC 350
DSL 300	DQR 300
Upper Level Elective	Elective
Elective	Elective

J-Term 3

Optional

Year 4

FALL	SPRING
COM 350	COM 440
COM 451	COM 475
COM 492	DBR 400
DSL 400	Elective
Optional Elective	Optional Elective

J-Term 4

Career Preparation