

Nicholson School of Communication

Advertising/Public Relations, B.A.

Program Goals

The program in Ad/PR seeks to effectively prepare students for careers in persuasion and advocacy communication in the form of public communication represented by advertising, public information, and public relations applications in a number of specific fields including business/commercial, government, not-for-profit, political, development/fund-raising, and social issue constituencies.

The program in Ad/PR seeks to provide a nationally recognized elite quality educational program. A number of indicators of national quality should be demonstrated. As part of that goal, the students in the program should demonstrate a high level of satisfaction with their major academic program (with averages above both the college and university norms) (e.g. as shown by the graduating senior survey conducted by UCF including satisfaction with advising, computer labs and experience in the major.)

Program Learning Objectives

Discipline Specific Knowledge, Skills, Behavior and Values

1. Graduates will be able to demonstrate information fluency using a wide range of external sources to gather data for audience analysis, development of campaigns, and interpreting measurements used by the industry.
2. Graduates will be able to use creative skills and apply tools and technologies to develop professional quality (multi-media, Web-based, broadcast, and print) advertising campaigns.
3. Graduates will demonstrate the ability to work in teams and apply concepts and theories in presentations of images and information.

Critical Thinking

5. Graduates will be able to identify a need in the marketplace and create a branded product/service to meet that need along with promotional materials.
6. Students will think critically, creatively and independently, understand and apply the standard code of ethics for public relations as established by the Universal Accreditation Board.

Communication

7. Graduates will demonstrate effective written communication skills using the forms and styles for their audiences, purposes and profession.
8. Students will use journalistic style to write news releases and feature stories for mass media.
9. Students will exhibit the ability to present proposals, plans, and strategies in settings appropriate to their career paths.

Professional Values and Competencies

- understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of the diversity of groups in a global society in relationship to communications;

- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.