



*Bachelor of Arts in*  
**ADVERTISING-PUBLIC RELATIONS**

The advertising-public relations B.A. is designed to provide students with the skills and knowledge leading to careers in advertising, public relations or integrated marketing. Students learn to plan, write and execute advertising campaigns and public relations strategies. It is a limited access degree program, which means that a separate application must be submitted directly to the Nicholson School of Communication and Media in order to be considered for admission.

### APPLICATION PROCESS

**Deadlines:** fall (June 1), spring (October 1), summer (February 1)

#### Minimum admission criteria:

- Completion of a minimum of 30 college credit hours
- Grammar proficiency met with a minimum of a “B” average in both ENC 1101 and ENC 1102 (English Composition) or qualifying AP/IB/CLEP/Grammar Proficiency Exam scores
- Completion or enrollment in the semester of application in ADV 3008 (Principles of Advertising) and PUR 4000 (Public Relations). Courses must be completed with a “C” average or better.

#### Competitive admission criteria:

- Admission is based on competitive college cumulative GPA. Approximately 70 of the top students who meet minimum admission criteria will be invited to write an essay. The average GPA is 3.5, with cutoff GPAs ranging from 3.0 to 3.3.
- Approximately 40 of the top students who write an essay will be invited for admission. A faculty panel reviews all of the essays by blind evaluation.

### COURSE WORK

**Fundamental Core Courses** – May be completed in a pending status prior to admission

ADV 3008	Principles of Advertising
PUR 4000	Public Relations
MMC 3200	Mass Communication Law
MMC 3630	Social Media as Mass Comm
VIC 3001	Visual Communication
ADV/PUR 4941	Internship
SPC 1608	Fundamentals of Oral Comm
STA 2014	Statistics
ECO 2013/2023	Macroeconomics or Microeconomics

**Advanced Core Course** – May only be completed after admission is granted

ADV 4101	Advertising Copywriting
PUR 3100	Writing for Public Relations
MMC 4411	Advertising-PR Campaigns
ADV 4103	Radio-TV Advertising
ADV 4300	Advertising Media Planning
JOU 4700	Journalism Ethics
PUR 3004	Public Relations and Society
PUR 3210	Corporate Social Responsibility
PUR 4110C	Public Relations Publications
PUR 4400	Crisis Communication
PUR 4801	Public Relations Case Studies
VIC 4312	Power Branding
PUR 4014	Public Relations Certification

### PROGRAM FEATURES

- Learn from distinguished faculty who are world renowned scholars and professional practitioners in the field.
- Receive personalized academic advising from faculty and professional advisors readily available to students.
- Have access to state-of-the-art computer labs equipped with leading news and design software.
- Gain experience in the industry with internship opportunities. The program encourages pre-professional networking opportunities with nationally and regionally affiliated student organizations.

### WAYS TO GET INVOLVED IN YOUR MAJOR

- Participate in no credit internships to gain experience in the industry.
- Introduce yourself to faculty, connect with current students in the major and shadow professionals in the field.
- Become a member of student organizations including the Ad Club and Quotes, the PR Club.

### WHAT YOU CAN DO WITH THIS MAJOR

Jobs that you can hold with this major include:

- |                                |                               |
|--------------------------------|-------------------------------|
| • Copywriter                   | • Media Buyer                 |
| • Public Relations Coordinator | • Media Planner               |
| • Event Coordinator            | • Development Coordinator     |
| • Public Information Officer   | • Social Marketing Specialist |
| • Campaign Manager             | • Speech Writer               |
| • Lobbyist                     |                               |

**Two year**  
**PLAN of STUDY**

Year 1

Year 2

Summer	Hours	Fall	Hours	Spring	Hours
		<i>Apply to the major by October 1</i>		<i>If admitted, take...</i>	
		ADV 3008 - Principles of Advertising	3	MMC 3200 - Mass Communication Law	3
		PUR 4000 - Public Relations	3	MMC 3630 - Social Media	3
		Elective - outside of NSC (Liberal Arts) Varies by student - see advisor	3	PUR 3100 - Writing for PR	3
		**ECO 2013 or 2023 - Economics	3	**STA 2014 - Statistics	3
		**Foreign Language	4	**Foreign Language	4
		<b>Total Credit Hours:</b>	<b>16</b>	<b>Total Credit Hours:</b>	<b>16</b>
Internship	3	ADV 4101 - Advertising Copywriting	3	MMC 4411 - Ad-PR Campaigns	3
Elective - outside of NSC (Liberal Arts) Varies by student - see advisor	3	VIC 3001 - Visual Communication	3	Restricted Elective - Internship	3
Elective - outside of NSC (Liberal Arts) Varies by student - see advisor	3	Restricted Elective	3	Restricted Elective	3
Elective - outside of NSC (Liberal Arts) Varies by student - see advisor		MMC 3420 - Mass Media Research Methods	3	Elective - outside of NSC (Liberal Arts) Varies by student - see advisor	3
		Elective - outside of NSC (Liberal Arts) Varies by student - see advisor	3	Elective - outside of NSC (Liberal Arts) Varies by student - see advisor	3
		<b>Total Credit Hours:</b>	<b>12</b>	<b>Total Credit Hours:</b>	<b>15</b>

**Four year**  
**PLAN of STUDY**

Year 1

Year 2

Year 3

Year 4

Summer	Hours	Fall	Hours	Spring	Hours
		ENC 1101 - English Composition I - must earn a "B" or better	3	ENC 1102 - English Composition II - must earn a "B" or better	3
		MGF 1107 - Explorations in Math	3	SPC 1608 - Speech	3
		SYG 2000 - Sociology	3	STA 2014C - Statistics	3
		Foreign Language	4	Foreign Language	4
		<b>Total Credit Hours:</b>	<b>13</b>	<b>Total Credit Hours:</b>	<b>13</b>
		ADV 3008 - Principles of Advertising	3	PUR 4000 - Public Relations	3
		ECO 2013 or 2023 - Economics	3	GEP - Cultural Historical Foundation (Gordon Rule)	3
		AMH 2010 - US History (GEP - Historical/Cultural Foundation)	3	GEP - Science Foundation	3
		GEP - Science Foundation	3	GEP - Cultural/Historical Foundation	3
		Elective - outside of NSC (Liberal Arts)	3	Elective - outside of NSC (Liberal Arts)	3
		<b>Total Credit Hours:</b>	<b>15</b>	<b>Total Credit Hours:</b>	<b>15</b>
		<b>Apply for Admission by October 1</b>		<b>If admitted, take...</b>	
		MMC 3630 - Social Media	3	PUR 3100 - Writing for PR	3
		Elective - outside of NSC (any discipline)	3	VIC 3001 - Visual Communication	3
		MMC 3200 - Mass Communication Law	3	Restricted Elective	3
		Elective - outside of NSC (Liberal Arts)	3	Elective - outside of NSC (Liberal Arts)	3
		Elective - outside of NSC (Liberal Arts)	3	Elective - outside of NSC (Liberal Arts)	3
		<b>Total Credit Hours:</b>	<b>15</b>	<b>Total Credit Hours:</b>	<b>15</b>
Internship	3	ADV 4101 - Advertising Copywriting	3	MMC 4411 - Ad-PR Campaigns	3
Elective - outside of NSC (Liberal Arts)	3	Restricted Elective	3	Restricted Elective	3
Elective - outside of NSC (any discipline)	3	MMC 3240 - Mass Media Research Methods	3	Elective - outside of NSC (any discipline)	2
		Elective - outside of NSC (any discipline)	3	Elective - outside of NSC (any discipline)	2
		Elective - outside of NSC (any discipline)	3		
		<b>Total Credit Hours:</b>	<b>9</b>	<b>Total Credit Hours:</b>	<b>10</b>