



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 (July 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

SPC 1608	Fundamentals of Oral Comm
STA 2014	Statistics
ECO2013/2023	Macroeconomics or Microeconomics
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

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 & Ad/PR restricted electives

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 the student organizations Quotes and the Ad-PR Club.

WHAT YOU CAN DO WITH THIS MAJOR

Jobs that you can hold with this major include:

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| • Copywriter | • Media Buyer |
| • Public Relations Coordinator | • Media Planner |
| • Event Coordinator | • Development Coordinator |
| • Public Information Officer | • Social Marketing Specialist |
| • Content Coordinator | • Social Media Strategist |



**Nicholson School of
Communication and Media**

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