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:

- Copywriter
- Public Relations Coordinator
- Event Coordinator
- Social Media Strategist
- Media Buyer
- Media Planner
- Development Coordinator
- Social Marketing Specialist

Nicholson School of Communication and Media

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