

Advertising & Public Relations Degree - 60 Credit Hours



Advertising and Public Relations students specialize in ideation and strategic planning and are prepared to manage communication programs for public, non-profit and private organizations. Become an account executive at an advertising or public relations agency, oversee social media and fan response strategies for a national brand, or become a media director or community relations specialist for an entertainment venue or sports team. The possibilities are endless.

FOUNDATIONS

6 TOTAL CREDIT HOURS

MC 100 - Orientation (0)

MC 130 - Writing Conventions & Mechanics (1)

MC 131 - Elements of Media Writing (1)

MC 132 - Writing Styles & Audiences (1)

Content Creator Studio – Select Three (3)

MC193 Video Essentials (1), MC195 Creative Design (1), MC191 Audio Essentials (1), MC194 Social Media Essentials (1), MC192 Photography Essentials (1), MC196 Content Management & Distribution (1), MC 197 Podcasting Essentials (1)

AD & PR CORE

MC 120 – Principles of Advertising (3)

MC 180 – Principles of Public Relations (3)

MC 280 – Writing for Advertising & Public Relations (3)

MC 380 – Ideation, Strategy & Planning for Advertising & Public Relations (3)

MC 396 – Research for Advertising & Public Relations (3)

MC 445 – Digital Brand Strategy (3)

MC 612 – Diversity in Media (3)

PERSONALIZED PATHWAY (4 COURSES, 12 CREDIT HOURS)

Pre-requisites may apply

The 12-credit hour personalized pathway allows students to select a niche area of study. Create your own pathway in consultation with your advisor and approval of the Ad & PR Program Director or select 4 courses from the pre-approved list of pathways, tailored to industry.

Create Your Own Pathway

Select four courses in a niche area, such as from a certificate, minor, or double major.

PRE-APPROVED PATHWAYS

Social Media Pathway

MC 370 Social Media Strategy & Management (3)
MC 374 Social Media Content Development (3)
COMM 442 Communication & Networks (3)
COMM 526 Persuasion (3)

Brand & Corporate Messaging Pathway

MKTG 400 Introduction to Marketing (3)
COMM 535 Communication & Leadership (3)
MC 409 Advanced Ad & PR Writing (3)
AGCOM 610 Crisis Communications (3)

Creative Design Pathway

Art 310 Graphic Design Techniques (3)
MC 301 Photo & Video Storytelling (3)
MC 316 Interactive Design (3)
ENG 455 Exploring Creativity (3)

Insights & Strategy Pathway

MKTG 400 Introduction to Marketing (3)
MC 446 Media Planning (3)
COMM 526 Persuasion (3)
PSYCH 545 Consumer Psychology (3)

Lifestyle, Sports & Entertainment Pathway -CHOOSE 4-

FASH 245 Fashion Industry (3)
HM 363 Event Management (3)
MC 331 Photography Commercial Imaging (3)
MC 375 Social Media Influencing & Branding (3)
MC 409 – Advanced Ad & PR Writing (3)
MC 478 Entertainment Strategic Communications (3)
MC 479 Strategic Communications in Sports (3)
MKTG 625 Entertainment Marketing (3)
MKTG 630 Sports Marketing (3)

MC 466 – Media Law & Ethics (3)

MC 491 – Internship (3)

MC 265 – Innovations in Media & Communication (3)

COMM 470 – Building Social & Cultural Connections (3)

ADDITIONAL REQUIREMENTS

12 CREDIT HOURS

ELECTIVES

6 CREDIT HOURS

(Choose 2)

MC370 - Social Media Strategy & Management (3)
MC 374 – Social Media Content Development (3)
MC 375 – Social Media Influencing & Personal Branding (3)
MC 446 – Media Planning for Ad & PR
MC 451 – Strategic Health Communications (3)
MC 409 – Advanced Ad & PR Writing
MC 477 – Strategic Travel & Tourism Communications (3)
MC 478 – Strategic Entertainment Communications (3)
MC 479 – Strategic Sports Communications (3)
MC 623 – Communicating in Global Markets (3)
COMM 311 – Business & Professional Speaking (3)
MC 331 – Photography Commercial Imaging (3)
LEAD 350 - Culture and Context of Leadership (3)

CAPSTONE

3 CREDIT HOURS

MC 581 – Campaigns in Advertising & Public Relations (3)