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 - Media Writing & Conventions (1)**
- **MC 131 - Media Writing Styles (1)**
- **MC 132 - Media Writing Perspectives (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)

**CORE REQUIREMENTS**
33 TOTAL CREDIT HOURS

- **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**

Choose a custom pathway of four courses (12 credit hours) tailored to your personal interests and/or supportive of your Ad & PR career focus.

A pathway could be developed from a certificate or minor in another degree program. Pre-requisites may apply.

Personalized pathways will be explored with an academic advisor and approved by the Ad & PR degree program director.

**ADDITIONAL REQUIREMENTS**
12 CREDIT HOURS

- **MC 466 – Media Law & Ethics (3)**
- **MC 491 – Internship (3)**
- **MC 265 – Innovations in Media & Communication (3)**
- **COMM 470 – Building Cultural & Social Connections (3)**

**ELECTIVES**
6 TOTAL CREDIT HOURS
(Choose 2)

- MC 370 – Social Media Strategy & Management (3)
- MC 374 – Social Media Content Development
- MC 375 – Social Media Influencing & Personal Branding (3)
- MC 447 – Media Planning
- MC 451 – Strategic Health Communications (3)
- MC 589 – Advanced Ad & PR Writing
- MC 477 – Strategic Travel & Tourism Communications (3)
- MC 478 – Strategic Entertainment Communications (3)
- MC 479 – Strategic Sports Communications (3)
- MC 497 – Managing Your Advertising & Public Relations Career (3)
- MC 560 – Issues, Risk & Reputation (3)
- MC 623 – Communicating in Global Markets (3)
- **MC 311 – Business & Professional Speaking (3)**
- **MC 321 – Commercial Image Storytelling (3)**
- **COMM 332 – Communication & Technology (3)**
- **MC 341 – Immersive Digital Storytelling (3)**
- **MKTG 400 – Introduction to Marketing (3)**
- **COM 442 – Communication & Networks (3)**
- **MC 444 – Communication Networks (3)**
- **MC 510 – Commercial Image Storytelling (3)**
- **LEAD 350 – Culture and Context of Leadership (3)**
- **COMM 526 – Persuasion (3)**

**CAPSTONE**
3 TOTAL CREDIT HOURS

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