

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)

CORE REQUIREMENTS

33 TOTAL CREDIT HOURS

Includes 12-hour personalized pathway, allowing students to select a niche area of study. See recommended pathways tailored to the Ad & PR industry. Additional pathways can be created with approval.

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)

CHOOSE 1 PERSONALIZED PATHWAY WITH 4 COURSES (12 CREDIT HOURS)
Pre-requisites may apply

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)

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

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

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)

Brand & Corporate Messaging Pathway
 MKTG 400 Introduction to Marketing (3)
 COMM 535 Communication & Leadership (3)
 MC 589 Advanced Ad & PR Writing (3)
 AGCOM Crisis Communications (3)

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 Social & Cultural Connections (3)

ELECTIVES

6 CREDIT HOURS
(Choose 2)

MC370 - Social Media Strategy & Management (3)
 MC 374 – Social Media Content Development
 MC 375 – Social Media Influencing & Personal Branding (3)
 MC 446 – 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 623 – Communicating in Global Markets (3)

COMM 311 – Business & Professional Speaking (3)
 MC 331 – Commercial Image Storytelling (3)
 LEAD 350 - Culture and Context of Leadership (3)

CAPSTONE

3 CREDIT HOURS

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