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)

**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)

**CHOSE 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 (4)
  - COMM 526 Persuasion (3)

- Creative Design Pathway
  - ART 101 Graphic Design Techniques (3)
  - MC 306 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 (5)
  - PSYCH 545 Consumer Psychology (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)

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

**ADDITIONAL REQUIREMENTS**

**12 CREDIT HOURS**

- MC 491 – Internship (3)
- MC 466 – Media Law & Ethics (3)
- MC 265 – Innovations in Media & Communication (3)
- COMM 470 – Building Social & Cultural Connections (3)
- COMM 442 Communication & Networks (3)
- COMM 526 Persuasion (3)
- PSYCH 545 Consumer Psychology (3)
- AGCOM Crisis Communications (3)

**ELECTIVES**

**6 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 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)