

INTEGRATED ADVERTISING & PUBLIC RELATIONS, BACHELOR OF ARTS (753)

Program Coordinator

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This program will prepare students to thrive in a professional workplace that has increasingly shifted to an integrated approach to advertising and public relations. Skills in cross-platform content creation, integrated campaign analytics, and unified messaging provide students with a well-rounded and adaptable knowledge base desired by advertising and public relations organizations.

Concentrations:

- Advertising (AD)
- Public Relations (PR)

Admission Requirements

Students wishing to enter the major in Integrated Advertising & Public Relations initially are admitted as majors seeking admission. Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of "C" or better and 9 additional hours in general education
4. Completion of SMC 101 and ADPR 200 with a grade of "C" or better

Program Requirements (39 Hours)

The major offers two concentrations: Advertising (AD) or Public Relations (PR)

Code	Title	Hours
Required Courses, Both Concentrations		
SMC 101	Understanding Media Content, Ethics and Technology	3
ADPR 200	Introduction to Integrated Advertising & Public Relations	3
ADPR 230	Digital Tools in Advertising & Public Relations	3
SMC 301	Mass Communication Law and Ethics	3
ADPR 321	Analytics in Advertising & Public Relations	3
or COMM 300	Introduction to Applied Communication Research	
or PS 302	Research Design in Political Science	
or SOCL 302	Social Research Methods	
ADPR 494	Integrated Advertising & Public Relations Campaigns	3

SMC 310	Media Representation	3
or AFAM 343	Communities of Struggle	
or ASL 302	Deaf Culture in America	
or COMM 363	Interracial Communication	
or COMM 365	Intercultural Communication	
or COMM 371	Communication in Multinational Organizations	
or CRIM 361	Race, Class, and Crime	
or CRIM 446	Gender, Crime, and Justice	
or FLK 280	Cultural Diversity in the U S	
or FLK 373	Folklore and the Media	
or GWS 375	American Masculinities	
or HIST 302	Disability in the United States	
or HIST 343	Communities of Struggle	
or LEAD 450	Leadership in Global Contexts	
or PH 410	Global Perspectives on Population Health	
or PS 373	Minority Politics	
or SOCL 355	Sociology of Gender	
or SOCL 362	Social Institutions: Race, Class, and Gender	
or SOCL 375	Diversity in American Society	
or SOCL 376	Sociology of Globalization	
or SPS 400	Foundations of Global Citizenship	
or SWRK 300	Diversity and Social Welfare	

Total Hours 21

Advertising Concentration

Code	Title	Hours
Required Courses		
MKT 220	Basic Marketing Concepts	3
AD 330	Branding	3
AD 349	Advertising Media	3
Content Creation Electives (Choose THREE of the following courses; TWO must be at the 300+ level)		9
AD 400	Special Topics Advertising	
AD 415	Study Abroad in Advertising	
AD 489	AD Internship or Practicum	
AD 495	Independent Study in Advertising	
ART 243	Digital Media	
ART 399	Professional Work	
ART 499	Career Experience in Art	
BCOM 264	Digital Video Production and Distribution	
COMM 346	Persuasion	
ENG 212	Introduction to Digital Texts and Media	
or COMM 212	Introduction to Digital Texts and Media	
MKT 321	Consumer Behavior	
MKT 322	Integrated Marketing Communications	
MKT 323	Services Marketing	
MKT 324	International Marketing	
MKT 325	Personal Selling	
MKT 326	Sports Marketing	
MKT 327	Retailing Management and Strategy	

MKT 328	Digital Marketing
MKT 329	Business-To-Business Marketing
MKT 331	Social Media Marketing
MKT 427	Entrepreneurial Marketing
PR 385	Artificial Intelligence in Public Relations
SMC 102	Media Content, Collaboration and Community
UX 220	Introduction to User Experience Design
UX 300	User Experience Strategy & Content Creation
VJP 131	Fundamentals of Photography
VJP 261	Mobile Media Storytelling
VJP 330	Short Form Documentary
VJP 332	Visual Media Editing and Design
VJP 339	Visual Media Business Practices
Total Hours	18

Public Relations Concentration

Code	Title	Hours
Required Courses		
JOUR 202	Introduction to News Writing	3
or BCOM 265	Basic Broadcast News	
or BCOM 325	Survey of Electronic Media Writing	
PR 358	Public Relations Writing and Production	3
PR 385	Artificial Intelligence in Public Relations	3
Content Creation Electives (Choose THREE of the following courses, TWO must be at the 300+ level)		9
AD 250	Personal Branding	
ART 399	Professional Work	
ART 499	Career Experience in Art	
BCOM 264	Digital Video Production and Distribution	
BCOM 265	Basic Broadcast News	
BCOM 266	Basic Television Production	
BCOM 325	Survey of Electronic Media Writing	
BCOM 368	News Videography and Editing	
BCOM 335	News Discovery and Selection	
COMM 315	Sport Communication	
or SPM 315	Sport Communication	
COMM 320	Health Communication	
COMM 346	Persuasion	
COMM 345	Advanced Presentational Speaking	
COMM 349	Small Group Communication	
COMM 364	Crisis Communication	
ENG 212	Introduction to Digital Texts and Media	
or COMM 212	Introduction to Digital Texts and Media	
JOUR 323	Multiplatform News Presentation	
JOUR 325	Feature Writing	

PR 347	Sport Media Relations
PR 400	Special Topics in Public Relations
PR 415	Study Abroad in Public Relations
PR 489	PR Internship or Practicum
PR 495	Study in Public Relations
MKT 220	Basic Marketing Concepts
MKT 322	Integrated Marketing Communications
MKT 331	Social Media Marketing
SMC 102	Media Content, Collaboration and Community
SPM 305	Sport Event Management
VJP 261	Mobile Media Storytelling
VJP 330	Short Form Documentary

Total Hours 18

Finish in Four Plan Advertising Concentration

First Year			
Fall	Hours	Spring	Hours
SMC 101		3 ADPR 230	3
COMM 145		3 AD CONCENTRATION CC	3
ADPR 200		3 COLONNADE COLLEGE COMPOSITION (IF NEEDED) (F-W1)	3
COLONNADE QUANTITATIVE WRITING (QR)		3 COLONNADE WORLD HISTORY (SB)	3
WORLD LANGUAGE (IF NEEDED) OR UNIVERSITY COURSE IN NATURAL & PHYSICAL SCIENCE (E-NS)			3
			12
15			
Second Year			
Fall	Hours	Spring	Hours
MKT 220		3 COLONNADE LITERARY STUDIES (F-AH)	3
COLONNADE ARTS AND AH)		3 COLONNADE SOCIO-CULTURAL (K-SC)	3
COLONNADE NATURAL & PHYSICAL SCIENCE (E-NS, SL)		3 COLONNADE WRITING (W1) OR CERTIFICATE/MINOR COURSE	3
2ND MAJOR/CERTIFICATE/MINOR COURSE		3 2ND MAJOR/CERTIFICATE/MINOR COURSE	3
2ND MAJOR/CERTIFICATE/MINOR COURSE		3 2ND MAJOR/CERTIFICATE/MINOR COURSE	3
			15
15			
Third Year			
Fall	Hours	Spring	Hours
ADPR 321		3 SMC 301	3
AD CONCENTRATION CC		3 SYSTEMS COURSE (E.G. SY)	3
DIVERSITY ELECTIVE (SMC 310, COMM 365) OR ANOTHER APPROVED COURSE		3 2ND MAJOR/CERTIFICATE/MINOR COURSE	3
COLONNADE WRITING II (W2)		3 2ND MAJOR/CERTIFICATE/MINOR COURSE	3
2ND MAJOR/CERTIFICATE/MINOR COURSE		3 2ND MAJOR/CERTIFICATE/MINOR COURSE	3
			15
15			

Fourth Year			
Fall	Hours	Spring	Hours
AD 330		3 ADPR 494	3
AD 349		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
AD CONCENTRATION CONTENT CREATION ELECTIVE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
			15

Total Hours 117

Public Relations Concentration

First Year			
Fall	Hours	Spring	Hours
SMC 101		3 ADPR 230	3
COMM 145		3 PR CONCENTRATION CC	3
ADPR 200		3 COLONNADE COLLEGE COMPOSITION (IF NEEDED) (FW1)	3
COLONNADE QUANTITATIVE (QR)		3 COLONNADE WORLD HISTORY (SB)	3
WORLD LANGUAGE (IF NEEDED) OR UNIVERSITY EXPERIENCE IN NATURAL & PHYSICAL SCIENCE (E-NS)			3
			12

Second Year			
Fall	Hours	Spring	Hours
JOUR 202, BCOM 265, or BCOM 325		3 COLONNADE LITERARY STUDIES (FAH)	3
COLONNADE ARTS AND AH)		3 COLONNADE SOCIO-CULTURAL (K-SC)	3
COLONNADE NATURAL & PHYSICAL SCIENCE WITH LAB (E-NS, SL)		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
			15

Third Year			
Fall	Hours	Spring	Hours
ADPR 321		3 SMC 301	3
PR CONCENTRATION CC		3 SYSTEMS COURSE (E.G. SY)	3
DIVERSITY ELECTIVE (SMC 310, COMM 365) OR 2ND MAJOR APPROVED COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
COLONNADE WRITING II (W2)		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
			15

Fourth Year			
Fall	Hours	Spring	Hours
PR 358		3 ADPR 494	3

PR 385		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
PR CONCENTRATION CONTENT CREATION ELECTIVE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
			15

Total Hours 117

Public Relations Concentration

First Year			
Fall	Hours	Spring	Hours
SMC 101		3 ADPR 230	3
COMM 145		3 AD CONCENTRATION CC	3
ADPR 200		3 COLONNADE COLLEGE COMPOSITION (IF NEEDED) (FW1)	3
COLONNADE QUANTITATIVE (QR)		3 COLONNADE WORLD HISTORY (SB)	3
WORLD LANGUAGE (IF NEEDED) OR UNIVERSITY EXPERIENCE IN NATURAL & PHYSICAL SCIENCE (E-NS)			3
			15

Second Year			
Fall	Hours	Spring	Hours
MKT 220		3 COLONNADE LITERARY STUDIES (FAH)	3
COLONNADE ARTS AND AH)		3 COLONNADE SOCIO-CULTURAL (K-SC)	3
COLONNADE NATURAL & PHYSICAL SCIENCE WITH LAB (E-NS, SL)		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
			15

Third Year			
Fall	Hours	Spring	Hours
ADPR 321		3 SMC 301	3
AD CONCENTRATION CC		3 SYSTEMS COURSE (E.G. SY)	3
DIVERSITY ELECTIVE (SMC 310, COMM 365) OR 2ND MAJOR APPROVED COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
COLONNADE WRITING II (W2)		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
			15

Fourth Year			
Fall	Hours	Spring	Hours
AD 330		3 ADPR 494	3
AD 349		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
AD CONCENTRATION CONTENT CREATION ELECTIVE		3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3

2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3 2ND MAJOR/ CERTIFICATE/ MINOR COURSE	3
	15	15
Total Hours 120		