

# COMMUNICATION MAJOR, CONCENTRATION IN ADVERTISING AND PUBLIC RELATIONS

## Requirements for the Concentration in Advertising and Public Relations

Code	Title	Credits
<b>Core Courses (21 credits)</b>		
CM-100	Intro to Mass Communication	3
CM-105	Media Writing	3
or CM-200	Writing for Communication	
CM-110	Public Speaking	3
CM-363	Visual Media Literacy	3
CM-384	Media Criticism	3
CM-450	Senior Communication Capstone	3
Select one of the following: 3		
CM-213	Gender and the Media	
CM-350	Intercultural Communication	
CM-390	Independent Media and Society	
<b>Required Courses for Concentration (18 credits)</b>		
In addition to the six core courses, students will have to complete the following:		
CM-180	Introduction to Advertising	3
CM-240	Principles of Public Relations Practices	3
CM-340	Public Relations Strategy	3
or CM-370	Advertising Production	
CM-400	Advertising and Public Relations Research	3
or CM-405	Mass Communication Research	
Select 6 credits of Elective Courses in Communication 6		
<b>Total Credits</b>		<b>39</b>

## Sample Timetable for Completion of Degree Communication/Concentration in Advertising and Public Relations

Year One		
Semester One		Credits
LASC	First-Year Seminar (FYS)	3
EN-101	College Writing I	3
CM-100	Intro to Mass Communication	3
CM-110	Public Speaking	3
LASC	LASC Elective (QR)	3
<b>Credits</b>		<b>15</b>
Semester Two		
EN-102	College Writing II	3
LASC	LASC Elective (CON)	3
CM-105	Media Writing	3
or CM-200	or Writing for Communication	
LASC	LASC Elective (TLC)	3
LASC	LASC Elective (USW)	3
<b>Credits</b>		<b>15</b>
Year Two		
Semester Three		
CM-180	Introduction to Advertising <sup>1</sup>	3

CM-240	Principles of Public Relations Practices <sup>1</sup>	3
LASC	LASC Elective (NSP)	4
LASC	LASC Elective (TLC)	3
LASC	LASC Elective (GP)	3
<b>Credits</b>		<b>16</b>

Semester Four		
Select one of the following: 3		
CM-213	Gender and the Media	
CM-350	Intercultural Communication	
CM-390	Independent Media and Society	
SELECT	CM Major Elective	3
LASC	LASC Elective (NSP)	3
LASC	LASC Elective (CA)	3
LASC	LASC Elective (HBS)	3
<b>Credits</b>		<b>15</b>

Year Three		
Semester Five		
CM-363	Visual Media Literacy	3
CM-384	Media Criticism	3
LASC	LASC Elective (GP)	3
LASC	LASC Elective (HBS)	3
LASC	LASC Elective (CA)	3
<b>Credits</b>		<b>15</b>

Semester Six		
CM-340	Public Relations Strategy <sup>2</sup>	3
CM-370	Advertising Production <sup>2</sup>	3
LASC	LASC Elective (ICW)	3
SELECT	General Elective	3
SELECT	General Elective	3
<b>Credits</b>		<b>15</b>

Year Four		
Semester Seven		
CM-363	Visual Media Literacy	3
CM-384	Media Criticism	3
CM-400	Advertising and Public Relations Research <sup>3</sup>	3
SELECT	General Elective	3
SELECT	General Elective	3
<b>Credits</b>		<b>15</b>

Semester Eight		
CM-400	Advertising and Public Relations Research <sup>3</sup>	3
or CM-405	or Mass Communication Research	
SELECT	CM Journalism Elective	3
SELECT	General Elective	3
SELECT	General Elective	3
SELECT	General Elective	3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>121</b>

<sup>1</sup> Taught each Fall semester

<sup>2</sup> Taught each Spring Semester

<sup>3</sup> Taught every third semester

Once LASC requirements are satisfied, students may select general requirements.

Students are required to meet with their academic advisor to review their courses for the upcoming semester. A minimum of 120 credits is required for graduation. First-year and transfer students with 45 or fewer credits at the time of admission shall complete two academic programs (a major/major or major/minor) to qualify for graduation. For more information, please view the MajorPlus section of this catalog.