

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 (1)

MC 130 - Writing Conventions & Mechanics (1) **MC 131 - Elements of Media Writing (1)** **MC 132 - Writing Styles & Audiences (1)**

Content Creator Studio – Select Two (2)
 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 30 TOTAL CREDIT HOURS

Includes 9-hour specialization, allowing students to select a niche area of study tailored to the Ad & PR industry.

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 396 – Research for Advertising & Public Relations (3)

MC 482 – Ideation, Strategy & Planning for Advertising & Public Relations (3)

MC 446 – Media Law & Ethics (3)

Choose one of the following:
COMM 470 – Building Social & Cultural Connections (3) OR
MC 612 - Diversity in Media (3) OR
MC 623 – Communicating in Global Markets (3)

CHOOSE 1 SPECIALIZATION WITH 3 COURSES (9 CREDIT HOURS)

Digital Media Specialization
 MC 370 Social Media Strategy & Management (3)
 MC 374 Social Media Content Development (3)
 MC 445 Digital Brand Strategy (3)

Advanced Ad & PR Specialization
 MC 375 Social Media Influencing & Personal Branding (3)
 MC 446 Media Planning (3)
 MC 760 Issues, Risk & Reputation

Creative Design Specialization
 MC 301 Photo & Video Storytelling (3)
 MC 316 Interactive Design (3)
 MC 374 Social Media Content Development (3)

Lifestyle, Sports & Entertainment Specialization
 MC 375 Social Media Influencing & Personal Branding (3)
 MC 478 Entertainment Strategic Communications (3)
 MC 479 Strategic Communications in Sports (3)

ADDITIONAL REQUIREMENTS 15 CREDIT HOURS

MC 491 – Internship (3)

Outside Concentration – Choose one:
 An approved outside minor
 12 credits (with at least being 500-level or above) from a single outside degree
 An approved outside certificate

ELECTIVES 6 CREDIT HOURS (Choose 2)

MC 370 – Social Media Strategy & Management (3)
 MC 374 – Social Media Content Development (3)
 MC 375 – Social Media Influencing & Personal Branding (3)
 MC 446 – Media Planning for Ad & PR (3)
 MC 451 – Strategic Health Communication (3)
 MC 477 – Strategic Travel & Tourism Communication (3)
 MC 478 – Strategic Entertainment Communications (3)
 MC 479 – Strategic Sports Communication (3)
 MC 612 – Diversity in Media (3)
 MC 623 – Communicating in Global Markets (3)
 MC 750 – Strategic Health Communication (3)
 MC 760 – Issues, Risk, and Reputation (3)
 MC 782 – Strategic Communications Management (3)

CAPSTONE 3 CREDIT HOURS

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