

# Communications - Public Relations and Advertising Track

## Degree Type

Bachelor of Arts

Division of Business, Communication, and Sport: Steven R. McClung, Ph.D., Dean

Professor: Steven R. McClung, Ph.D.; Jodie Peeler, Ph.D.

Assistant Professor: Al de Lachica, M.A.

Requirements for the Major in Communications - Public Relations and Advertising Track (not including General Education Core)

Item #	Title	Credits
COM 110	Introduction to Communication Arts	3
COM 121	Writing for Mass Media	3
COM 221	Professional Media in Action	3
COM 231	Introduction to Video Production	3
COM 370	The First Amendment	3
COM 101	Introductory Communications Lab	1
COM 201	Intermediate Communications Lab	1
COM 301	Advanced Communications Lab	1
COM 401	Communications Leadership Lab	2
COM 480	Capstone Seminar	3
COM 495	Professional Internship	1-12

## Public Relations and Advertising: The Art of Persuasion

Item #	Title	Credits
COM 241	Introduction to Public Relations	3
COM 341	Public Relations Research, Measurement, and Evaluation	3
COM 441	Public Relations Practicum	3
BUA 220	Principles of Marketing	3

## Choose three additional 3 credit hour courses from

Item #	Title	Credits
	Art Elective	3
	BUA Elective	3
	ENG (except ENG 113) Elective	3
	GPD Elective	3
	SPE (except SPE 110) Elective	3
	THE Elective	3

# Minor Requirement

To promote the concept that an effective liberal arts education in Communications requires knowledge of the outside world, each student must successfully complete a minor outside of Communications.

- Students will select a minor in consultation with their academic advisors.
- A student may also fulfill this requirement with successful completion of a double major.
- This requirement may also be fulfilled by completing a semester abroad, of at least 12 credits, in a Newberry College approved program.
- It is strongly recommended that minors, double majors, and semesters abroad be related to the student's career interests.

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**Total Credits**

**45-56**

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