

**PUBLIC RELATIONS/ADVERTISING MAJOR
(Advertising Emphasis) 40 semester hours
2009-2011**

REQUIRED PRA CORE (13 hours)

- ___ ADV 241 Introduction to Advertising
- ___ PRL 261 Introduction to Public Relations
- ___ COMM 494 Mass Communication Law and Ethics
- ___ COMM 495 Mass Communication Research
- ___ COMM 497 Career Planning and Professional Development (1 hr)

REQUIRED COURSES (12 hours)

- ___ ADV 335 Advertising Strategy
- ___ ADV 343 Media Planning
- ___ ADV 444 Strategic Campaigns –OR–
- ___ ADV 441 Seminar in Integrated Marketing Communication (not both)
- ___ ADV 446 Seminar in Advertising

COMMUNICATIONS ELECTIVES (9 hours)

At Least One of the Directed Electives must be from ADV 347, JRN 281, or RTV 354

- ___ ADV 342—Advertising Design
- ___ ADV 346—Special Events and Promotions
- ___ ADV 347—Advertising Copywriting
- ___ ADV 400—Independent Study (1-3 hours)
- ___ ADV 440—Advanced Advertising Campaigns
- ___ ADV 498—Internship in Advertising
- ___ ADV 499—Special Topics
- ___ COMM 190—Computer Basics 1 hour(X3)
- ___ COMM 192—Introduction to Mass Communication –OR–
- ___ RTV 151—Introduction to Broadcasting, Cable and Internet
- ___ COMM 477 Comparative Structures of Mass Media in a Global Community
- ___ JRN 281—Basic Reporting
- ___ JRN 374—Internet Communications
- ___ JRN 384—Feature Writing
- ___ PRL 364—Publications Design
- ___ PRL 366—Seminar in Public Relations
- ___ PRL 367—Public Relations Campaigns
- ___ PRL 466—Seminar in Public Opinion
- ___ PRL 467—Crisis Communications
- ___ PRL 499—Special Topics
- ___ RTV 255—Media Production
- ___ RTV 354—Writing for Electronic Media
- ___ RTV 452—Broadcast and Cable Sales

Check the current Bulletin for Prerequisites.

An internship in public relations or advertising is highly recommended.

PRA MAJOR REQUIRED COGNATES (6 hours)

- ___ Gender Studies (3 hours)
- ___ Ethnic Diversity (3 hours)

For the **University Core requirements**, you will need to do one of the following:

- Download the http://www.usi.edu/libarts/uccore/core_cksheet.pdf
- Go to the web: <http://www.usi.edu/libarts/uccore/courses.asp>
- Look on Page 8 of the Class Schedule

Communications Cognates: gender & ethnic cultures (6 hours)

- Freshmen and Transfer students entering Fall 2004 or later must take the diversity cognates.
- Find the list of approved courses on the next page.

Communications Cognates: Select one class from each list below.* This list is subject to change.

- XXX**-Special Topics*: (Media and Ethnic Diversity topics) (3)
CMST 308-Public Speaking in a Diverse Society (3)
CMST 317-Intercultural Communications (3)
COMM 477-Comparative Structures of Mass Media in a Global Community (3)
ENG 231-African American Literature (3)
ENG 330-Ethnic Literature in America (3)
SOC 370-Seminar (Race, ethnic topics) (3)
SOC 421-Race and Ethnicity (3)
- XXX**-Special Topics (Gender and media topics) (3)
CMST 402-Gender, Communication, & Culture (3)
ENG 288-Women in Lit thru 18th Century (3)
ENG 387-Women's Lit & Gender Issues (3)
GNDR 111-Intro to Gender Studies (3)
GNDR 333 Gender Studies Theory (3)
GNDR 449 Special Topics Gender Studies (3)
HIST 311 Women and Gender in America (3)
PHIL 364 Gender and Philosophy (3)
PSY 381-Psychology of Gender (3)
SOC 431-Gender and Society (3)

*Consult advisor for possible additional offerings

**May be offered as JRN, RTV, ADV and/or PRL

REGULATIONS FOR MAJORS IN THE DEPARTMENT OF COMMUNICATIONS

1. Students must take a minimum of 80 hours of courses outside Mass Communications (ADV, COMM, JRN, PRL, RTV), and LIBA 497--Mass Media and Society); of those minimum of 65 hours must be Liberal Arts/Science courses, therefore students are limited to a maximum of 44 hours of ADV, COMM, JRN, PRL, and RTV in the 124 hours counted toward graduation requirements.
2. Students are limited to a maximum of 16 hrs. of 100-200 level courses in Mass Communications.
3. A maximum of 12 hrs. of Mass Communications courses may be accepted as transfer credits from a two-year college.
4. Mass Communications transfer credits not accepted in the major may NOT be counted as general electives in the 124 hours required for a degree.
5. To enroll in any communications internship, a student must be of junior or senior standing and must have consent of the instructor.
6. Students must make certain that all prerequisites are met prior to enrolling in any class.
7. A minimum of 39 hrs. of coursework must be at the 300-400 level, including CORE, major, and electives.
8. Students must pass the department's spelling, grammar and punctuation examination prior to enrolling in any 300-400 level courses in the department. This rule is waived if the student has a C+ average for both Eng 101 and Eng 201.
9. The minimum grade of "C" must be attained in any prerequisite course before a student may take the course for which the prerequisite applies.
10. No course with a grade lower than "C" will be counted in the major requirements.
11. Students not following these guidelines may be required to take more than 124 hours to meet the requirements for a degree. Students with a Mass Communication major (ADV, JRN, PRL, or RTV) **and** a Mass Communication minor (or double major) **will** require more than 124 hours to graduate.
12. Liberal Arts requires all students to have a 2.0 GPA in their major; Communications requires 2.25.