

ADVERTISING AND PUBLIC RELATIONS, BACHELOR OF ARTS

Requirements

Total Course Requirements for the Bachelor's Degree

See the "Requirements for the Bachelor's Degree (<https://catalog.csudh.edu/general-information/baccalaureate-degrees-undergraduate-studies/>)" in the University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

Elective Requirements

Completion of elective courses (beyond the requirements listed below) to reach a total of a minimum of 120 units.

General Education Requirements (49 units)

See the "General Education (<https://catalog.csudh.edu/general-education/>)" requirements in the University Catalog or the Class Schedule for the most current information on General Education requirements and course offerings.

Graduation Writing Assessment Requirement

See the "Graduation Writing Assessment Requirement (<https://catalog.csudh.edu/general-information/baccalaureate-degrees-undergraduate-studies/gwar-certifying-courses/>)" in the University Catalog.

Major Requirements (45-48 units)

The following courses, or their approved equivalents, are required of all candidates for this degree. The academic standards of the department require that all Advertising/Public Relations majors pass all required and prerequisite courses with grades of "C" or better.

Code	Title	Hours
Lower Division Required Courses		
COM 100	Media & Society	3
COM 106	Digital Toolkit	2
COM 107	Digital Toolkit Lab	1
COM 110	Introduction to Digital Media Production	2
COM 111	Introduction to Digital Media Production Laboratory	1
COM 250	Newsriting For Media	3
Upper Division Required Courses		
COM 302	Law Of The Mass Media	3
COM 342	Advertising Strategy and Copywriting	3
COM 350	Culture, Gender and Strategic Communication	3
COM 365	Introduction to Public Relations	3
COM 366 & COM 367	Public Relations Writing and Public Relations Writing Lab	3
COM 400	Media Analysis and Research Methods	3
COM 467	Integrated Communications Management	3
Capstone Experience		
COM 490	Senior Project	3
COM 496	Internship In Communications	3

Electives

Select 6-9 units from the following:		6-9
COM 206	Photojournalism	
COM 301	News and Information Literacy	
COM 311	Persuasion	
COM 333 & COM 334	Digital Journalism and Digital Journalism Laboratory	
COM 334	Digital Journalism Laboratory	
COM 338	Cross-Cultural Journalism	
COM 347	Multimedia Interviewing Practices	
COM 358	Communications Graphics	
COM 372	Crisis Communication	
COM 379	Media Industries	
COM 363	Social Media Strategies	
COM 435	Media Psychology	
COM 494	Independent Study	
COM 495	Special Topics:	

Total Hours 45-48

Program Learning Outcomes

Upon completion of the B.A. in Advertising and Public relations, a degree recipient will be able to:

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
6. Think critically, creatively and independently.
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
9. Critically evaluate their own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness.
10. Apply basic numerical and statistical concepts to coursework.
11. Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Advertising and Public Relations

4-Year Roadmap

Course	Title	Hours
First Year		
Fall		
GE A2 Written Communication		3
GE Area C1 Arts Courses		3
GE Area D		3
GE Area F Ethnic Studies		3
GE Area E		3
Hours		15
Spring		
HIS 101 or POL 101	History Of United States or American Institutions	3
COM 100	Media & Society (satisfies GE Area C2 Letters Course)	3
GE Area B1 or B2, Physical or Life Science		3
GE Area B4 Quantitative Reasoning		3
Additional course in GE Area C1 or C2		3
Hours		15
Second Year		
Fall		
THE 120	Fundamentals of Speech (satisfies GE Area A1 Oral Communications)	3
GE Area B1 or B2, Physical or Life Science		3
GE Area B3 Science Lab		1
GE Area D		3
COM 106	Digital Toolkit	2
COM 107	Digital Toolkit Lab	1
Elective to meet 120 units		2
Hours		15
Spring		
GE Area A3 Critical Thinking		3
HIS 101 or POL 101	History Of United States or American Institutions	3
COM 110	Introduction to Digital Media Production	2
COM 111	Introduction to Digital Media Production Laboratory	1
COM 250	Newswriting For Media	3
COM 365	Introduction to Public Relations	3
Hours		15
Third Year		
Fall		
GE Area C3		3
ENG 350	Advanced Composition (satisfies GVAR requirement)	3
COM 302	Law Of The Mass Media	3
COM 342	Advertising Strategy and Copywriting	3
AD/PR Elective ¹		3
Hours		15
Spring		
GE Area B5 or D3 Social Sciences		3
Elective to meet 120 units		3
COM 350	Culture, Gender and Strategic Communication	3
COM 366	Public Relations Writing	2
COM 367	Public Relations Writing Lab	1
COM 400	Media Analysis and Research Methods	3
Hours		15
Fourth Year		
Fall		
GE Area B5 or D3		3
COM 467	Integrated Communications Management	3
UD Elective to meet 120		3
AD/PR Elective ¹		3

AD/PR Elective		3
	Hours	15
Spring		
COM 496	Internship In Communications	3
COM 490	Senior Project	3
Elective to meet 120 units		3
Elective to meet 120 units		3
Elective to meet 120 units		3
	Hours	15
Total Hours		120

¹ Students select from the following with an advisor: COM 206, COM 311, COM 333/334, COM 338, COM 344, COM 347, COM 358, COM 372, COM 379, COM 363, COM 435, COM 494, COM 495

2-Year (Transfer) Roadmap

Course	Title	Hours
First Year		
Fall		
GE Area C3 Integrative Studies in the Humanities		3
ENG 350	Advanced Composition (GVAR satisfying course)	3
COM 250	Newswriting For Media	3
COM 365	Introduction to Public Relations	3
COM 100	Media & Society	3
Hours		15
Spring		
COM 302	Law Of The Mass Media	3
COM 106	Digital Toolkit	2
COM 107	Digital Toolkit Lab	1
COM 110	Introduction to Digital Media Production	2
COM 111	Introduction to Digital Media Production Laboratory	1
COM 366	Public Relations Writing	2
COM 367	Public Relations Writing Lab	1
GE Area B5 Integrative Studies in Natural Sciences		3
Hours		15
Second Year		
Fall		
GE Area D3 Integrative Studies in the Social Sciences		3
COM 342	Advertising Strategy and Copywriting	3
COM 350	Culture, Gender and Strategic Communication	3
COM 400	Media Analysis and Research Methods	3
COM 467	Integrated Communications Management	3
Hours		15
Spring		
COM 490	Senior Project	3
COM 496	Internship In Communications	3
AD/PR Elective ¹		3
AD/PR Elective ¹		3
AD/PR Elective (if needed) ¹		3
Hours		15
Total Hours		60

¹ Students select from the following with an advisor: COM 206, COM 311, COM 333/334, COM 338, COM 344, COM 347, COM 358, COM 372, COM 379, COM 363, COM 435, COM 494, COM 495