

# ADVERTISING AND PUBLIC RELATIONS

Advertising and Public Relations Program Learning Outcomes (<https://catalog.csudh.edu/program-learning-outcomes/arts-humanities/bachelor-arts-advertising-public-relations-program-learning-outcomes/>)

College of Arts and Humanities  
Department of Communications  
Bachelor of Arts

## Faculty

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## Program Description

The Bachelor of Arts in Advertising and Public Relations degree program is designed to help students develop an in-depth understanding of the role and impact of advertising and public relations in both for-profit and nonprofit organizations. The program focuses on preparing students to become logical and innovative advertising and public relations professionals who also examine the ethical and cultural values in their practice. The course sequence is designed to emphasize professional skills, analytic abilities, and critical approaches in dealing with advertising and public relations issues. Specifically, the students will polish creative ideas and gain a variety of professional skills, including creating AD/PR messages; planning AD/PR media; organizing integrated communication plans; and developing sponsorships and promotional strategies.

The program also stresses both analytical approaches and critical thinking skills. Students will learn the theoretical foundations underlying persuasive messaging as well as analytical tools applied to advertising and public relations research. With this knowledge, students will improve their ability to identify and investigate current AD/PR-related issues by using an appropriate methodology and develop further strategic directions. In conjunction with the practical techniques, the program will also guide students to appreciate the cultural aspects and ethical issues in advertising and public relations practices. Students can tailor their messages on the basis of understanding of cultural differences and engage with ethical concerns. Upon completing the program, students will achieve a wealth of knowledge, practical skills, and the ability to think critically and strategically in developing promotional media messages and strategies.

The Bachelor of Arts in Advertising/Public Relations is housed in the Communications Department. All production-related courses utilize the department's facilities and equipment.

## Academic Advisement

Full-time faculty members and a department professional advisor serve as the academic advisors for Advertising and Public Relations majors. Students are strongly encouraged to seek faculty advisement upon admission and regularly thereafter. Faculty advisors work with students to provide information about major degree requirements, preparation for post-baccalaureate programs, and career options. The professional advisor assists students with major degree program requirements and other curriculum-related issues.

## Preparation

High school students are encouraged to take college preparatory English courses and become involved with their high school publications. Students planning to transfer from community college should consult with their counselor or advisor to identify appropriate transferable lower division courses.

## Career Opportunities

The Bachelor of Arts in Advertising and Public Relations degree program is designed for students who want to achieve a wealth of knowledge, practical skills, and the ability to think critically and strategically in developing promotional media messages and strategies. Through hands-on classes, students have opportunities to develop creative and strategic ideas for various media platforms. In addition, students will have a chance to enhance writing and presentation skills. In terms of career opportunities, students are interested in a wide range of advertising, public relations, and marketing-related careers, including corporate communications expert, media planner, market researcher, advertising copywriter, advertising buyer, advertising analyst, public relations writer, public relations account executive.

## Student Organizations

The Department sponsors the student organization, the Public Relations Student Society of America (PRSSA). PRSSA is the primary organization for students who are interested in PR and advertising, and CSUDH is one of the official chapters in the United States. The mission of our PRSSA is: (1) to create an environment of serving and empowering members to succeed in mutual career goals; (2) to serve members by providing access to professional development opportunities, enabling future success; (3) to encourage and support creative and diverse ideas; and (4) to ensure that all interested students are proficient in the principles and practices of advertising and public relations professionals. Student membership is highly recommended.

## Graduation With Honors

An undergraduate student may be a candidate for graduation with Honors in Advertising and Public Relations provided he or she meets the following criteria:

1. A minimum of 36 units in residence at CSU Dominguez Hills;
2. A minimum grade point average of at least 3.5 (an A or A-) in all courses used to satisfy the upper division requirements in the major;
3. In addition, the student must be recommended by the faculty of the Department of Communications.

## Bachelor of Arts in Advertising and Public Relations

### 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. Students must take at least 72 units outside of the Advertising and Public Relations major.

### Elective Requirements

Completion of elective courses in another discipline (not Advertising and Public Relations or related coursework) to reach a total of a minimum of 120 units is required.

### **General Education Requirements (49 units)**

See the "General Education (<https://catalog.csudh.edu/general-information/double-counting-general-education-courses/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**

Students are strongly encouraged to fulfill the Graduation Writing Assessment Requirement by the end of their junior year. See the "Graduation Writing Assessment Requirement (<https://catalog.csudh.edu/general-information/graduate-writing-examination/>)" 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.

#### **A. Lower Division Required Courses (12 units)**

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 Newswriting For Media (3)

#### **B. Upper Division Required Courses (21 units)**

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 Public Relations Writing (2)  
and  
COM 367 Public Relations Writing Lab (1)  
COM 400 Media Analysis and Research Methods (3)  
COM 467 Integrated Communications Management (3)

#### **C. Capstone Experience (6 units)**

COM 490 Senior Project (3)  
COM 496 Internship In Communications (1-3)

#### **D. Electives (6-9 units)**

COM 206 Photojournalism (3)  
COM 311 Persuasion (3)  
COM 333 Digital Journalism (2)  
and  
COM 334 Digital Journalism Laboratory (1)  
COM 338 Cross-Cultural Journalism (3)  
COM 347 Multimedia Interviewing Practices (3)  
COM 358 Communications Graphics (3)  
COM 372 Crisis Communication (3)  
COM 379 Media Industries (3)  
COM 363 Social Media Strategies (3)  
COM 435 Media Psychology (3)  
COM 494 Independent Study (1-3)  
COM 495 Special Topics: (3)