ADVERTISING AND PUBLIC RELATIONS

College of Arts and Humanities
Department of Communications

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 curriculum is designed to emphasize professional skills, analytic abilities, and critical approaches in dealing with advertising and public relations issues. Students polish creative ideas and gain a variety of professional skills, including the following: creating advertising and public relations messages, planning advertising and public relations media, organizing integrated communication plans, and developing sponsorships and promotional strategies.

The program stresses both analytical approaches and critical thinking skills. Students 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 advertising and public relations related issues by using an appropriate methodology and develop further strategic directions. In conjunction with the practical techniques, the program also guides students to appreciate the cultural aspects and ethical issues in advertising and public relations practices. Students can tailor their messages on the basis of an 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.

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.

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

Undergraduate students may be candidates for graduation with Honors in Advertising and Public Relations if they meet 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 across all courses used to satisfy the upper-division requirements in the major.

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.

Undergraduate Programs

Bachelor

- Advertising and Public Relations, Bachelor of Arts (https://catalog.csudh.edu/academics/advertising-public-relations/advertising-public-relations-ba/)

Faculty

Ana de la Serna, Advertising and Public Relations Coordinator; Miriam Hernández; Larry Hygh Jr.

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