

Communication Major Public Relations & Advertising

2011-2012

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This pamphlet is not a contract.

Communication major, minor, and BIS students are expected to meet with a faculty advisor to review suggested course sequences.

Students may earn a Bachelor of Arts Degree (BA) or Bachelor of Science Degree (BS) in Communication, choosing one of six interdisciplinary concentrations: (1) Civic Advocacy, (2) Electronic Media, (3) Interpersonal & Family Communication, (4) Journalism, (5) Organizational Communication, or (6) Public Relations & Advertising. Most of these six interdisciplinary concentrations have multiple emphases that students must also select from, based on their primary interest. A minor outside the department is not required for Communication majors, although it is allowed for students who select an interdisciplinary concentration in Journalism or Public Relations & Advertising.

Communication Foundation, Core, Depth, and Breadth Courses

To earn a degree, students must successfully complete a series of *foundation, core, depth* and *breadth* courses as defined below:

Foundation Courses— Introductory courses required for the major.

Core Courses—Communication courses required of **all** Communication majors regardless of their chosen concentrations.

Depth Courses—required and elective Communication courses that are specified and vary based on the interdisciplinary concentration and emphasis area selected.

Breadth Courses—required and elective courses from non-Communication departments within the University that are specified and vary based on the interdisciplinary concentration and emphasis area selected.

(To enroll in 3000 and 4000 level Communication courses, a student must be admitted as a major or hold upper division standing in the University.)

Graduation Requirements

1. Between 66 & 70 credits in the major, depending on the interdisciplinary concentration and emphasis selected.
2. A minor is **not** required, although it is allowed as a substitute for breadth courses for students selecting interdisciplinary concentrations in *Journalism* or *Public Relations & Advertising*.
3. 120 credit hours required for degree from Weber State University of which forty (40) must be upper division courses.

I. Required Foundation Courses (9 credits)

- ___ COMM HU1020 Principles of Public Speaking (3)
- ___ COMM 1130 Media Writing (3)
- ___ COMM HU2110 Interpersonal & Small Group Communication (3)

II. Required Core Courses (15 credits)

- ___ COMM 3000 Communication Theory (3)
- ___ COMM SI3150 Communication Research Methods (3) (Pre/co-requisite: COMM 3000)
- ___ COMM 3650 Communication Law (3) (Pre/co-requisite: COMM 3000)
- ___ COMM 4890 Internship (External) (3) (Pre/co-requisite: COMM 3000)
- ___ COMM 4990 Senior Seminar (3) (Prerequisite: COMM 3000, Communication Major with Senior-level standing)

Public Relations & Advertising Interdisciplinary Concentration

The Public Relations & Advertising interdisciplinary concentration provides students with theory and practical skills in writing, critical thinking, marketing, advertising and communicating to influence public opinion across a range of media. In the Public Relations concentration students must specialize in one of the following five emphases: (1) *Copywriting*, (2) *Health Care Public Relations*, (3) *International Public Relations*, (3) *Marketing*, or (5) *Visual Communication*

III. Required Depth Courses for ALL Public Relations & Advertising Students (20 credits)

- ___ COMM 1500 Introduction to Mass Communication (3) F, S, Su
- ___ COMM 2350 Communication Graphic Design (3) F, S
- ___ COMM 2890 Coop Work Experience--Signpost (2) (Take twice; 1 credit per semester) F, S
- ___ COMM 3400 Public Relations (3) (Pre/co-requisite: COMM 3000) F
- ___ COMM 3850 Advertising (3), Prerequisite: 2350 or permission of instructor, (Pre/co-requisite: COMM 3000) F, S
- ___ COMM 4400 Public Relations Media & Campaigns (3) (Prereq: COMM 3400) (Pre/co-requisite: COMM 3000) S

And, one of the following courses (3 credit hours):

- ___ COMM 3440 Public Relations Writing (3) (Pre/co-requisite: COMM 3000, COMM 3400) S
- ___ COMM 3740 Writing for Audio/Video (3) (Pre/co-requisite: COMM 3000) F, S

IV. Elective Depth Courses for ALL Public Relations & Advertising Students (3 credits)

Select one of the following courses with approval from your major advisor:

- ___ COMM 2200 In-Studio Video Production & Performance (3) F, Su as needed
- ___ COMM DV 3080 Intercultural Communication (3) (Pre/co-requisite: COMM 3000) F
- ___ COMM DV 3090 Gender & Communication (3) (Pre/co-requisite: COMM 3000) F
- ___ COMM 3130 News Reporting & Writing (3) (Pre/co-requisite: COMM 2350 and COMM 3000) F
- ___ COMM 3220 Editing (3) (Pre/co-requisite: COMM 3000) S
- ___ COMM 3440 Public Relations Writing (3) (Pre/co-requisite: COMM 3000, COMM 3400) S
- ___ COMM 3460 Public Relations and Social Media (3) (Pre/co-requisite: COMM 3000, COMM 3400)
- ___ COMM 3550 Organizational Communication (3) (Pre/co-requisite: COMM 3000) F, S
- ___ COMM 3740 Copy Writing for Audio & Video (3) (Pre/co-requisite: COMM 3000) F, S
- ___ COMM 3810 Persuasive Communication (3) (Pre/co-requisite: COMM 3000) F, S
- ___ COMM 4500 Topics in Communication (3) (only when taught as public relations-related topic and with permission of instructor.)

V. Required Breadth Course for ALL students in the Public Relations & Advertising interdisciplinary concentration (3 credits)

- ___ MKTG 3010 Marketing Concepts and Practices (3) F, S, Su

Public Relations & Advertising Emphasis Areas

Students who select the Public Relations & Advertising Interdisciplinary Concentration must either (1) choose one of the five (5) emphasis areas and choose from a list of *breadth* courses in consultation with their major advisor, OR (2) take a traditional minor outside of the Communication Department instead of selecting the interdisciplinary concentration. Students pursuing a traditional minor must still complete MKTG 3010–Marketing Concepts and Practices. **Students opting not to have a traditional minor will take the breadth courses in roman numerals VI. and VII. below.**

VI. Common Elective Breadth Courses (9 credits)

All Public Relations & Advertising students will select three (3) courses from the following list. Courses preceded with an asterisk (*) will only count once; either as a common breadth elective or as an emphasis-specific breadth elective (see VII. below).

- ___ *ACTG 2010 Survey of Accounting I (3)
- ___ ANTH SS/DV 2010 Peoples & Cultures of the World (3)
- ___ *BSAD 1010 Introduction to Business(3)
- ___ *ENGL 2250 Creative Writing (3)
- ___ *ENGL 3050 Grammar, Style, and Usage for Advanced Writing (3)
- ___ *ENGL 3270 Magazine Writing (3)
- ___ *ENGL 3350 Studies in Literary Genres (3)
- ___ *HAS 3020 Health Care Marketing (3)
- ___ *HLTH 2700 Consumer Health (3)
- ___ MGMT 3400 International Business (3) (Prerequisites: BSAD 1010, ACTG 2010)
- ___ POLS SS2100 Introduction to International Politics (3)
- ___ POLS 3700 Intro to Public Administration (3)
- ___ SOC 3000 Social Psychology (3) (Prerequisite: SOC SS/DV 1010 or SOC SS/DV 1020 or SOC SS1030)
- ___ *TBE 2532/3532 Web Page Design & Development (3) (Prerequisite: TBE TE1700 or TA1701 and TB 1702 or equivalent) (Course should be taken as TBE 3532)

VII. Emphasis-Specific Breadth Courses

A. Copy Writing Emphasis (9 credits)

Select three (3) courses from the following in consultation with your major advisor. **Courses preceded with an asterisk (*) will only count once, either as a common breadth elective or as an emphasis-specific breadth elective (see VI. above).**

- ___ *ENGL 2250 Creative Writing (3)
- ___ ENGL HU 2220 Introduction to Fiction (3)
- ___ ENGL 3030 Structure of English (3)
- ___ *ENGL 3050 Grammar, Style, and Usage for Advanced Writing (3)
- ___ ENGL 3250 Advanced Fiction Writing (3) (Prerequisite: ENGL EN2010 or instructor approval)
- ___ *ENGL 3270 Magazine Writing (3)
- ___ ENGL 3280 Biographical Writing (3)
- ___ *ENGL 3350 Studies in Literary Genres (3)
- ___ TBE 2534 Video Editing Techniques (3) S (Prerequisite: TBE TE1700)
- ___ TBE 3100 Desktop Publishing (3) (Prerequisite: Word processing background)
- ___ *TBE 3532 Internet/Database Integration (3) (Prerequisite: TBE TE1700 or TA1701 and TB 1702 or equivalent)
- ___ TBE 3533 Multimedia Web Animation (3) (Prerequisite: TBE TE1700)

B. Health Care Public Relations Emphasis (9 credits)

Select three (3) courses from the following in consultation with your major advisor. **Courses preceded with an asterisk (*) will only count once, either as a common breadth elective or as an emphasis-specific breadth elective (see VI. above).**

- ___ *HAS 3020 Health Care Marketing (3)
- ___ *HLTH 2700 Consumer Health (3)
- ___ HLTH 3000 Foundations of Health Promotion (3) (Prerequisite: HLTH SS1030)
- ___ HLTH 3100 Application of Technology in Health Promotion (3) (Prerequisite: Completion of Computer & Information Literacy requirement or instructor permission)
- ___ HLTH 3150 Community Health Agencies & Services (3) (Prerequisite: HLTH 3000 or HLTH 3050)
- ___ HLTH 4150 Needs Assessment & Planning Health Promotion Programs (4) (Prerequisite: HLTH 3000)
- ___ HS 1101 Medical Terminology (2)
- ___ MKTG 3100 Consumer Behavior (3) (Prerequisite: MKTG 3010)

C. International Public Relations Emphasis (9 credits)

Select three (3) courses from the following in consultation with your major advisor. **Courses preceded with an asterisk (*) will only count once, either as a common breadth elective or as an emphasis-specific breadth elective (see VI. above).**

Required Breadth Courses:

- ___ *ACTG 2010 Survey of Accounting I (3)
- ___ *BSAD 1010 Introduction to Business (3)

Select one (1) course from the following in consultation with your major advisor.

- ___ MKTG 3100 Consumer Behavior (3) (Prerequisite: MKTG 3010)
- ___ MGMT 3550 The Cultural Environment of International Business (3) (Prerequisite: Business Foundations)
- ___ MGMT 4300 Influence & Group Effectiveness (3) (Prerequisite: MGMT 3010)
- ___ POLS SS 2100 Introduction to International Politics (3)
- ___ POLS 3210 Politics and Government of Europe (3)
- ___ POLS 3220 Politics and Government of Asia (3)
- ___ POLS 4190 Theories of International Politics (3)
- ___ PSY DV3100 Psychology of Diversity (3)

D. Marketing (9 credits)

Select three (3) courses from the following in consultation with your major advisor. **Courses preceded with an asterisk (*) will only count once; either as a common breadth elective or as an emphasis-specific breadth elective (see VI. above).**

Required Breadth Courses:

- ___*ACTG 2010 Survey of Accounting I (3)
- ___*BSAD 1010 Introduction to Business (3)

Select one (1) course from the following in consultation with your major advisor.

- ___MKTG 3100 Consumer Behavior (3) (Prerequisite: MKTG 3010)
- ___MKTG 3200 Selling/Sales Management (3) (Prerequisite: MKTG 3010)
- ___MKTG 3450 Promotion Management (3) (Prerequisite: Business Foundations, MKTG 3010 and prerequisite or concurrent enrollment in MKTG 3100)
- ___MGMT 4300 Influence & Group Effectiveness (3) (Prerequisite: MGMT 3010)

E. Visual Communication (9 credits)

Select three (3) courses from the following in consultation with your major advisor. **Courses preceded with an asterisk (*) will only count once; either as a common breadth elective or as an emphasis-specific breadth elective (see VI. above).**

- ___ART 1120 Design 2D (3)
- ___ART 3420A Bitmap Imaging (1) (Prerequisite: ART 1120 or consent of instructor)
- ___ART 3420B Vector Drawing (1) (Prerequisite: ART 1120 or consent of instructor)
- ___ART 3420C Digital Page Composition (1) (Prerequisite: ART 1120 or consent of instructor)
- ___ART 3430 Typography & Publication Design (3) (Prerequisite: ART 1120 or consent of instructor)
- ___ART 3440 Visual Communication (3) (Prerequisite: ART 3430 or ART 3435 or, or consent of instructor)
- ___TBE 2531 Exploring Multimedia Applications (3) (Prerequisite: TBE TE1700 or TBE TA1701/1501)
- ___*TBE 2532 Web Page Design & Development (3) (Prerequisite: TBE TE1700 or TA1701/1501)
- ___TBE 2533 Image Editing Solutions (3) (Prerequisite: TBE TE1700 or TBE TA1701/1501 and TB1702/1502)
- ___TBE 2534 Video Editing Techniques (3) ((Prerequisite: TBE TE1700 or TBE TA1701/1501 and TB1702/1502 and TC1703/1503)

Communication Major/Public Relations & Advertising Summary	
I. Required Foundation Courses	9 credits
II. Required Core Courses	15 credits
III. Required Depth Courses for ALL PR & Advertising Students	20 credits
IV. Elective Depth Courses for All PR & Advertising Students	3 credits
V. Required Breadth Course for ALL PR & Advertising Students	3 credits
VI. Common Elective Breadth Courses for ALL PR & Advertising Students	9 credits
VII. Emphasis-Specific Breadth Courses	9 credits
TOTAL	68 Credits