

# Communication Major (2007-2008)

## Public Relations & Advertising

\*\*\*\*AVOID MISADVICE\*\*\*\*

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.

### Requirements for Admission to the Major:

1. Complete the following three pre-major *foundation* courses with an overall grade point average of 2.5 and a grade of “C” or better:  
COMM HU1020—Principles of Public Speaking  
COMM 1130—Media Writing  
COMM HU2110—Interpersonal & Small Group Communication
2. Achieve a grade point average of 2.5 or higher in 30 credit hours.
3. Meet the general education requirements for Composition and Quantitative Literacy.  
*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.*

### 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**—Communication courses required for admission to 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.

### Graduation Requirements

1. Between 66 and 70 credits, 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)
  - COMM 2350 Communication Graphics (3)
  - COMM 2890 Coop Work Experience--Signpost (2) (Take twice; 1 credit per semester)
  - COMM 3400 Public Relations (3) (Pre/co-requisite: COMM 3000)
  - COMM 3440 Public Relations Writing (3) (Pre/co-requisite: COMM 3000, COMM 3400)
- OR**
- COMM 3740 Writing for Audio/Video (3) (Pre/co-requisite: COMM 3000)
  - COMM 3850 Advertising (3), Prerequisite: 2350 or permission of instructor, (Pre/co-requisite: COMM 3000)
  - COMM 4400 Public Relations Media & Campaigns (3) (Pre/co-requisite: COMM 3000)

### 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)
- COMM DV 3080 Intercultural Communication (3) (Pre/co-requisite: COMM 3000)
- COMM DV 3090 Gender & Communication (3) (Pre/co-requisite: COMM 3000)
- COMM 3130 New Reporting & Writing (3) (Pre/co-requisite: COMM 2350 and COMM 3000)
- COMM 3440 Public Relations Writing (3) (Pre/co-requisite: COMM 3000, Comm 3400)
- COMM 3550 Organizational Communication (3) (Pre/co-requisite: COMM 3000)
- COMM 3740 Copy Writing for Audio & Video(3) (Pre/co-requisite: COMM 3000)
- COMM 3810 Persuasive Communication (3) (Pre/co-requisite: COMM 3000)

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

- MKTG 3010 Marketing Concepts and Practices (3)

### 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 Audio/Video Production for the Web (3) S (Prerequisite: TBE TE1700)
- TBE 3100 Desktop Publishing (3) (Prerequisite: Word processing background)
- \*TBE 3532 Web Page Design & Development (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: ACTG 2010 and BSAD 1010)
- 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: ACTG 2010 and BSAD 1010 and 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 Instructor Approval)
- \_\_\_ ART 3420B Vector Drawing (1) (Prerequisite: ART 1120 or Instructor Approval)
- \_\_\_ ART 3420C Digital Page Composition (1) (Prerequisite: ART 1120 or Instructor Approval)
- \_\_\_ ART 3420D Design for the Internet (1) (Prerequisite: ART 1120 or Instructor Approval)
- \_\_\_ ART 3430 Typography & Publication Design (3) (Prerequisite: ART 3420B, ART 3420C, or Instructor Approval)
- \_\_\_ ART 3440 Visual Communication (3) (Prerequisite: ART 3420A, ART 3420B, ART 3420C, or Instructor Approval)
- \_\_\_ TBE 2531 Exploring Multimedia Applications (3) (Prerequisite: TBE TE1700 or TBE TA1701)
- \_\_\_ \*TBE 3532 Web Page Design & Development (3) (Prerequisite: TBE TE1700 or TA1701 and TB 1702 or equivalent)
- \_\_\_ TBE 2533 2D Graphics (3) (Prerequisite: TBE TE1700 or TBE TA1701 and TBE TB 1702 or equivalent)
- \_\_\_ TBE 2534 Audio/Video Production for the Web (3)

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

11/1/2007 2:11 PM