

B.A. Communication Advertising & PR emphasis

General Education Requirements for all Bachelor's degrees

B.A. Foreign Language Requirement

Quality Enhancement Plan (QEP) Requirement

A minor is required for this degree.

Item #	Title	credits
COMM 110	Communication Media	3
	COMM 115 or COMM 137	3
COMM 127	Graphic Design	3
COMM 224	Photography	3
COMM 241	Public Relations	3
COMM 261	Media Writing I	3
	COMM 335 or COMM 343	3
COMM 351	Advertising	3
	COMM 431 or COMM 451	3
COMM 442	PR Campaign Planning and Execution	3
COMM 481	Senior Portfolio Seminar	1
	Total credits:	31

Category Descriptions

COMM 115 or COMM 137

Credits: 3

Item #	Title	credits
COMM 115	Group Communication	3
COMM 137	Mobile and Emerging Media Production	3

COMM 335 or COMM 343

Credits: 3

Item #	Title	credits
COMM 335	Persuasion	3
COMM 343	Visual Communication	3

COMM 431 or COMM 451

Credits: 3

Item #	Title	credits
COMM 431	Media Law and Ethics	3
COMM 451	Communication Theory	3