



## BACHELOR OF ARTS (B.A.) IN PUBLIC RELATIONS AND ADVERTISING (120 CREDITS)

The study plan below lists the required courses in this degree program. The plan is for guidance only. Always review your individual check sheet for your degree requirements. For full course descriptions, see the [RMU Course Catalog](#). **For more information, contact:** Lead-Faculty: Dr. Sun-A Park at [park@rmu.edu](mailto:park@rmu.edu); or Communication & Organizational Leadership Interim Dept. Head Dr. Anthony Moretti at [moretti@rmu.edu](mailto:moretti@rmu.edu).

### RMU CORE COURSES - 39 CREDITS REQUIRED

|                  |                  |   |   |
|------------------|------------------|---|---|
| CSEN; or<br>CSCM | 1010; or<br>2050 | Reading & Writing Strategies; or<br>Intercultural Communications (Honors section: CSHR2050)   | 3 |
| CSEN             | 1020             | Argument & Research (Honors section: CSHR1020)  | 3 |
| CSCM             | 1030             | Public Speaking & Persuasion (Honors section: CSHR1030)   | 3 |
| CSCM             | 2040             | Professional Communication in Workplace (Honors section: CSHR2040)  | 3 |
| ECON             | 1010             | Survey of Economics (Honors section: 1015)  | 3 |
| HUMA             | 1010             | Humanities: Art and Music (Honors section: 1015)  | 3 |
| INFS             | 1020             | Fundamentals of Information Technology (Honors section: 1025)   | 3 |
| MATH; or<br>STAT | 1050; or<br>2110 | Math Reasoning/Applications: or<br>Statistics   | 3 |
| PSYC             | 1010             | General Psychology  | 3 |
| SOCI; or<br>SOCI | 1010; or<br>1020 | Principles of Sociology: or<br>Contemporary American Social Problems (Honors section: 1025)   | 3 |
| HIST; or<br>POLS | ____; or<br>1020 | History Elective Choose from: 1100 (Honors section: 1105), 1200, 1500, 1600, 1700, or 1800; or<br>American National Government  | 3 |
| ENGL             | ____             | Literature Elective Choose from 1040, 1050, 1060, 2030, 2040, 2055 (Honors section: 2065), or 2080  | 3 |
| ____             | ____             | Natural Science Elective Choose from BIOL1040, BIOL1050, BIOL1060, BIOL1250, BIOL1320, CHEM1220, ENV51140, ENV51160, ENV51170, GEOL1090 (HNRS: GEOL1095), GEOL1100, GEOL1130, PHYS1060, or SCIE1020 | 3 |

### PUBLIC RELATIONS AND ADVERTISING MAJOR - 48 CREDITS REQUIRED – Minimum grade of “C” must be earned for each course

#### Core Courses - 9 Credits Required

|      |      |                                   |   |
|------|------|-----------------------------------|---|
| COMM | 1500 | Ethics, Technology and Culture    | 3 |
| COMM | 2030 | Communication Theory              | 3 |
| COMM | 2900 | Research Methods in Communication | 3 |

#### Required Major Courses - 18 Credits Required

|      |      |  |   |
|------|------|--|---|
| COMM | 2000 | Foundations in Public Relations              | 3 |
| COMM | 2015 | Fundamentals of Advertising                  | 3 |
| COMM | 3301 | Writing for Advertising and PR               | 3 |
| PRAD | 2800 | Creative Thinking & Strategy                 | 3 |
| PRAD | 3800 | Research in Public Relations and Advertising | 3 |
| PRAD | 4800 | Integrated Media Campaigns                   | 3 |

#### Restricted Elective Courses – 18 Credits Required – Select six (6) from the listed courses – Minimum grade of “C” required

|                       |                         |   |     |
|-----------------------|-------------------------|---|-----|
| COMM                  | 3050                    | Advertising and Comm Strategies                 | 3   |
| COMM                  | 3110                    | Persuasion for Advertising and Public Relations | 3   |
| COMM                  | 3120                    | Environmental Communication                     | 3   |
| COMM                  | 3140                    | Health Communication Campaign                   | 3   |
| COMM                  | 3150                    | Reputation Management                           | 3   |
| COMM                  | 3180                    | Risk and Crisis Communication                   | 3   |
| COMM                  | 3220                    | Developing, Creating and Executing Events       | 3   |
| COMM                  | 4030                    | Public Relations Practices in Global Societies  | 3   |
| COMM                  | 4040                    | Social Media and Public Relations               | 3   |
| COMM                  | 4050                    | Interactive Advertising Campaigns               | 3   |
| PRAD                  | 4903-09                 | Internship                                      | 3-9 |
| MARK, SPMG<br>or ORGL | 2000 or 4410<br>or ____ | Other courses approved by the department        | 3   |

#### Interdisciplinary Course - 3 Credits Required

|      |      |  |   |
|------|------|--|---|
| ARTM | ____ | One ARTM (Media Arts) course – Minimum grade of “C” must be earned | 3 |
|------|------|--|---|

### ELECTIVE COURSES- 33 CREDITS REQUIRED

| Open Electives (12)   |      |               |   | AND  | Open Electives (21): Recommended a minor/double major |               |               |   |
|---|------|---------------|---|------|---|---------------|---------------|---|
| ____  | ____ | Open Elective | 3 | ____ | ____  | Open Elective | 3             |   |
| ____  | ____ | Open Elective | 3 | ____ | ____  | Open Elective | 3             |   |
| ____  | ____ | Open Elective | 3 | ____ | ____  | Open Elective | 3             |   |
| ____  | ____ | Open Elective | 3 | ____ | ____  | Open Elective | 3             |   |
| Minimum grade of “C” required for courses in the major        |      |               |   |      | ____  | ____          | Open Elective | 3 |
| A cumulative GPA of 2.0 or higher is required for graduation. |      |               |   |      | ____  | ____          | Open Elective | 3 |
|   |      |               |   |      | ____  | ____          | Open Elective | 3 |