PUBLIC RELATIONS AND ADVERTISING (BA)

The College of Communication offers a variety of courses leading to a Bachelor of Arts degree in Public Relations and Advertising. The program examines theories and practices in the related fields of public relations and advertising, and considers advertising and public relations processes, products and effects from cultural, ethical, organizational, historical, creative and methodological perspectives. Students in Public Relations and Advertising studies learn to think critically and analytically, to develop ideas clearly, and to speak and write effectively. Within the broad context of human communication and the liberal arts, students explore the relationship of public relations and advertising activities to other aspects of human endeavor. Graduates are prepared for entry-level positions within the public and private sectors, or for continuing their education in academic or professional graduate programs.

Program Requirements | Quarter Hours
---|---
College Core Requirements | 16
Liberal Studies Requirements | 84
Major Requirements | 48
Open Electives | 44
Total hours required | 192

Learning Outcomes

Students will be able to:

- Identify, explain and apply conceptual and historical foundations of public communication disciplines as they relate to information and persuasion theories, concepts and models.
- Demonstrate facility with writing, speaking and production of media materials to inform, persuade, build relationships, and problem solve.
- Develop and demonstrate strategic plans and planning methods, as well as critical thinking skills.
- Construct and analyze audience research by applying measurement, environmental scanning, and evaluation techniques to products, projects, and programs.
- Classify and analyze the elements of ethical decision making to hypothetical and real world settings.

College Core Requirements (p. )
Modern Language Requirement (p. 1)
Modern Language Option (p. 1)

All majors in the College of Communication consist of a four-course common core plus an additional combination of program requirements and electives.

College Core Requirements

Four core courses are required of all College of Communication students:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMN 101</td>
<td>INTRODUCTION TO HUMAN COMMUNICATION</td>
<td>4</td>
</tr>
<tr>
<td>CMN 102</td>
<td>INTRODUCTION TO MASS COMMUNICATION</td>
<td>4</td>
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</tbody>
</table>

Modern Language Requirement

Students who intend to graduate with a Bachelor of Arts degree in the College of Communication will be required to demonstrate a measure of competence in a modern language, as defined by the college. Such competence may be demonstrated in one of several ways:

- completing the last course in a second year high school course work in a modern language or Latin
- completing the last course in the first-year college sequence of any language
- completing a college course beyond the first-year level in any language
- achieving a satisfactory score on any of the Modern Language placement examinations administered at DePaul
- achieving a satisfactory rating in a proficiency examination accepted by DePaul
- achieving a score of 3 or higher on the Advance Placement (AP) test for any language (must be completed during high school)
- achieving a score of 5 or higher in the Language B assessment from a Standard or Higher Level International Baccalaureate (IB) program
- achieving a satisfactory score on the CLEP examination.

Modern Languages courses with an E-designation are taught in English and may not be applied to the Modern Language Requirement. Students with some modern language training should consult with the Modern Language Department about the course with which they should begin. Students with little or no previous work in the language will be required to complete the entire three-course introductory sequence.

Modern Language Option

The Modern Language Option is available to all BA students who wish to study a modern language beyond the level necessary to meet the College’s modern language requirement. Students selecting the option may substitute a three-course language sequence for three learning domain courses, or two upper-level courses in the same language for two learning domain requirements. Modern language option waivers cannot be applied to courses in the Math and Computing Domain or courses in the Scientific Inquiry domain. Modern Languages courses with an E-designation are taught in English and may not be applied to the Modern Language Option.

Any substitutions must be consistent with the principle that students complete at least one course in each learning domain.

Liberal Studies Requirements

Honors program requirements can be found in the individual Colleges & Schools section of the University Catalog. Select the appropriate college or school, followed by Undergraduate Academics and scroll down.

<table>
<thead>
<tr>
<th>First Year Program</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Chicago Quarter</td>
<td></td>
</tr>
<tr>
<td>LSP 110 or LSP 111 or EXPLORE CHICAGO</td>
<td>4</td>
</tr>
</tbody>
</table>

Focal Point
Learning Domains

Arts and Literature (AL) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/arts-and-literature/)
- 2 Courses Required

Historical Inquiry (HI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/historical-inquiry/)
- 2 Courses Required

- 2 Courses Required
  [1 CR Course and 1 SR Course]

Philosophical Inquiry (PI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/)
- 2 Courses Required

Religious Dimensions (RD) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/)
- 2 Courses Required

Scientific Inquiry (SI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/scientific-inquiry/)
- 2 Courses Required
  [1 Lab Course and 1 SWK Course]

Social, Cultural, and Behavioral Inquiry (SCBI) (https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/social-cultural-and-behavioral-inquiry/)
- 2 Courses Required

Note
Courses offered in the student’s primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the Experiential Learning requirement.

In meeting learning domain requirements, no more than one course that is outside the student’s major and is cross-listed with a course within the student’s major, can be applied to count for LSP domain credit. This policy does not apply to those who are pursuing a double major or earning BFA or BM degrees.

Major Requirements
Course requirements
In addition to the four core College of Communication courses, students take seven required classes, three Public Relations and Advertising electives, and two additional electives from the College of Communication. All Public Relations and Advertising majors must complete a total of 16 classes (64 credit hours).

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
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</thead>
<tbody>
<tr>
<td><strong>Required Courses:</strong></td>
<td></td>
<td><strong>24</strong></td>
</tr>
<tr>
<td>PRAD 244</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>or PRAD 255</td>
<td>PUBLIC RELATIONS</td>
<td></td>
</tr>
<tr>
<td>PRAD 256</td>
<td>WRITING FOR PUBLIC RELATIONS AND ADVERTISING</td>
<td></td>
</tr>
<tr>
<td>PRAD 291</td>
<td>RESEARCH, DATA AND INSIGHTS</td>
<td></td>
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<tr>
<td>PRAD 292</td>
<td>DESIGN APPLICATIONS FOR PRAD PROFESSIONALS</td>
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<tr>
<td>PRAD 334</td>
<td>ADVERTISING AND PUBLIC RELATIONS ETHICS</td>
<td></td>
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<tr>
<td>or PRAD 335</td>
<td>DIVERSITY &amp; CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS</td>
<td></td>
</tr>
<tr>
<td>PRAD 374</td>
<td>MEDIA RELATIONS</td>
<td></td>
</tr>
<tr>
<td>or PRAD 379</td>
<td>ADVERTISING MEDIA PLANNING</td>
<td></td>
</tr>
<tr>
<td>Choose one of the following courses:</td>
<td></td>
<td><strong>4</strong></td>
</tr>
<tr>
<td>PRAD 336</td>
<td>ADVERTISING CAMPAIGNS</td>
<td></td>
</tr>
<tr>
<td>PRAD 337</td>
<td>PUBLIC RELATIONS CAMPAIGNS</td>
<td></td>
</tr>
<tr>
<td>PRAD 339</td>
<td>INTEGRATED COMMUNICATION CAMPAIGNS</td>
<td></td>
</tr>
<tr>
<td>PRAD 387</td>
<td>BATEMAN PUBLIC RELATIONS CAMPAIGNS</td>
<td></td>
</tr>
<tr>
<td>PRAD 389</td>
<td>AAF CAMPAIGNS</td>
<td></td>
</tr>
</tbody>
</table>
Select three of the following: 12

CMN 292  ADOBE CREATIVE CLOUD WORKSHOP (2.0 quarter hours) 2
CMN 394  MAKING THE MOST OF YOUR COMMUNICATION INTERNSHIP
CMN 395  COMMUNICATION INTERNSHIP SPECIAL TOPICS
CMN 397  RESEARCH PRACTICUM 1
CMN 399  INDEPENDENT STUDY 1
PRAD 244  PRINCIPLES OF ADVERTISING
PRAD 255  PUBLIC RELATIONS
PRAD 290  PUBLIC RELATIONS AND ADVERTISING WORKSHOP (VARIABLE TOPICS) (2.0 quarter hours) 2
PRAD 320  EVENT PLANNING
PRAD 321  ADVANCED EVENT PLANNING
PRAD 333  HUMOR AND ADVERTISING
PRAD 334  ADVERTISING AND PUBLIC RELATIONS ETHICS
PRAD 335  DIVERSITY & CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS
PRAD 336  ADVERTISING CAMPAIGNS
PRAD 337  PUBLIC RELATIONS CAMPAIGNS
PRAD 338  HEALTH AND PUBLIC RELATIONS
PRAD 339  INTEGRATED COMMUNICATION CAMPAIGNS
PRAD 340  BRAND ACTIVATION AND CONSUMER PROMOTION
PRAD 351  COPYWRITING
PRAD 352  DIGITAL ADVERTISING
PRAD 353  PSYCHOLOGY OF ADVERTISING
PRAD 354  PERSONAL BRANDING
PRAD 356  ADVANCED WRITING FOR PUBLIC RELATIONS
PRAD 357  ADVERTISING PORTFOLIO
PRAD 362  ENGAGING LATINO COMMUNITIES
PRAD 363  THE MEETING OF SPORTS AND ADVERTISING
PRAD 373  PUBLIC RELATIONS & ADVERTISING ENTREPRENEURS
PRAD 374  MEDIA RELATIONS
PRAD 375  COMMUNICATION LAW
PRAD 376  CRISIS COMMUNICATION MANAGEMENT
PRAD 378  CREATIVITY IN ADVERTISING
PRAD 379  ADVERTISING MEDIA PLANNING
PRAD 381  ADVERTISING AND CHILDREN
PRAD 382  NON-PROFIT PUBLIC RELATIONS
PRAD 383  BRANDED CONTENT
PRAD 384  INTERNATIONAL PUBLIC RELATIONS
PRAD 385  INTERNATIONAL ADVERTISING
PRAD 386  BATEMAN PUBLIC RELATIONS STRATEGY
PRAD 387  BATEMAN PUBLIC RELATIONS CAMPAIGNS

Select two electives (8 credits) from any College of Communication offerings

1 Students may take up to 4 hours of credit in this course toward graduation requirements.
2 A maximum of 8 credits from two credit College of Communication courses can be applied to major requirements.

Internship Credit
Students in the major may take CMN 394 and/or CMN 395 (when work relates to the major). In order to take CMN 394 or CMN 395, students must have completed two of the four communication core classes (CMN 101, CMN 102, CMN 103, CMN 104), two courses in the chosen major and have fulfilled internship program eligibility requirements.

Open Electives
Open elective credit also is required to meet the minimum graduation requirement of 192 hours.