

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)

Language for Liberal Studies Option (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-program-guidelines/language-for-liberal-studies-option/>)

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:

Course	Title	Quarter Hours
CMN 101	INTRODUCTION TO HUMAN COMMUNICATION	4
CMN 102	INTRODUCTION TO MASS COMMUNICATION	4
CMN 103	INTERCULTURAL DIALOGUE	4
CMN 104	PUBLIC SPEAKING	4

Students are encouraged to complete all four prior to taking additional coursework in the major.

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.

Language For Liberal Studies Option (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-program-guidelines/language-for-liberal-studies-option/>)

The Language for Liberal Studies 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. Language for Liberal Studies waivers cannot be applied to courses in the Math and Computing Domain or courses in the Scientific Inquiry domain. Modern Language courses with an E-designation are taught in English and may not be applied to the Language for Liberal Studies 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.

First Year Program		Hours
Chicago Quarter		
LSP 110	DISCOVER CHICAGO	4
or LSP 111	or EXPLORE CHICAGO	
Focal Point		
LSP 112	FOCAL POINT SEMINAR	4
Writing		
WRD 103	COMPOSITION AND RHETORIC I ¹	4
WRD 104	COMPOSITION AND RHETORIC II ¹	4
Quantitative Reasoning		
MAT 120	QUANTITATIVE REASONING ²	4
Sophomore Year		
Race, Power, and Resistance		
LSP 200	SEMINAR ON RACE, POWER, AND RESISTANCE	4
Junior Year		
Experiential Learning		
Required		4
Senior Year		
Capstone		
PRAD 396	CAPSTONE IN PUBLIC RELATIONS AND ADVERTISING ¹	4

¹ Students must earn a C- or better in this course.

² Readiness for MAT 120 is determined by the math placement test taken online after admission. Students may need to take developmental coursework prior to MAT 120. Students who complete MAT 120 and both a Computational Reasoning course and a Statistical Reasoning course in the Math and Computing Learning Domain take one less Learning Domain course. Students may not apply the course reduction to any Domain where only one course is required, and cannot be applied to the Scientific Inquiry Learning Domain. The MAT 120 requirement may be waived by passing a dedicated proficiency exam or it may be fulfilled by credit for advanced math coursework earned in-residence at DePaul (MAT 135, MAT 136, MAT 147, MAT 148, MAT 149, MAT 150, MAT 151, MAT 152, MAT 155, MAT 156, or equivalent) or earned externally either as transfer credit from another college/university or as test credit through AP, CLEP, IB, or International A and A/S Level exams. Calculus course(s) may be used to fulfill any of the three QR/MCD requirements.

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

Math and Computing (MC) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/math-and-computing/>)

- 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).

Course	Title	Quarter Hours
Required Courses:		24
PRAD 244	PRINCIPLES OF ADVERTISING	
	or PRAD 255 PUBLIC RELATIONS	
PRAD 256	WRITING FOR PUBLIC RELATIONS AND ADVERTISING	

PRAD 291	RESEARCH, DATA AND INSIGHTS
PRAD 292	DESIGN APPLICATIONS FOR PRAD PROFESSIONALS
PRAD 334	ADVERTISING AND PUBLIC RELATIONS ETHICS
or PRAD 335	DIVERSITY & CURRENT ISSUES IN ADVERTISING AND PUBLIC RELATIONS
PRAD 374	MEDIA RELATIONS
or PRAD 379	ADVERTISING MEDIA PLANNING
Choose one of the following courses: 4	
PRAD 336	ADVERTISING CAMPAIGNS
PRAD 337	PUBLIC RELATIONS CAMPAIGNS
PRAD 339	INTEGRATED COMMUNICATION CAMPAIGNS
PRAD 387	BATEMAN PUBLIC RELATIONS CAMPAIGNS
PRAD 389	AAF CAMPAIGNS
PRAD 397	FOX SPORTS UNIVERSITY
Select three of the following: 12	
CMN 150	SMARTPHONE PHOTOGRAPHY (2.0 quarter hours) ²
CMN 292	ADOBE CREATIVE CLOUD WORKSHOP (2.0 quarter hours) ²
CMN 295	ADOBE INDESIGN (2.0 quarter hours) ²
CMN 296	ADOBE AUDITION (2.0 quarter hours) ²
CMN 297	ADOBE PREMIERE VIDEO EDITING (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 LATINX 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	TWEENS, TEENS AND MEDIA
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
PRAD 388	AAF STRATEGY
PRAD 389	AAF CAMPAIGNS
PRAD 393	SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING
PRAD 397	FOX SPORTS UNIVERSITY
PRAD 401	EYE TRACKING RESEARCH FOR THE PRAD PROFESSIONALS (2.0 quarter hours) ²

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

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.