

# PUBLIC RELATIONS/ ADVERTISING / BACHELOR OF ARTS

**Total Credit Hours: 120**

**Major Credit Hours: 48**

The Bachelor of Arts degree in Public Relations/Advertising program prepares students for dynamic careers in strategic communication, including PR, advertising, social media management, and media relations.

This major combines theory with hands-on learning, focusing on writing, digital marketing, media relations, and strategic planning. Students develop creativity and practical skills through courses in market research, web design, content creation, and event planning. Real-world experience is integrated through community-engaged coursework and co-curricular activities such as CoHFAC Social Media, The Flyer student newspaper, Lewis University Television Network (LUTN), WLRA Radio, and internships. A minor in Public Relations/Advertising is also available.

Majors in Public Relations/Advertising may not double major in another Communication Department major unless they take a separate set of 4 upper-division Communication courses (12 credit hours) in the second major.

## Requirements

### Degree Requirements

| Code                                                                | Title                                    | Hours    |
|---------------------------------------------------------------------|------------------------------------------|----------|
| <b>Core Courses</b>                                                 |                                          |          |
| COMM 19500                                                          | Digital Media Writing                    | 3        |
| COMM 11400                                                          | Communication Design Principles          | 3        |
| COMM 38200                                                          | Web Design                               | 3        |
| COMM 18000                                                          | Visual Storytelling                      | 3        |
| COMM 20600                                                          | Social Media and Online Audiences        | 3        |
| COMM 20800                                                          | Strategic Communication                  | 3        |
| or MKTG 40200 Public Relations                                      |                                          |          |
| COMM 26000                                                          | Business and Professional Communication  | 3        |
| COMM 33500                                                          | Advertising Copywriting                  | 3        |
| COMM 34900                                                          | Organizational Communication             | 3        |
| COMM 45600                                                          | Mass Media Research Methods              | 3        |
| or MKTG 46500 Marketing Research                                    |                                          |          |
| COMM 46100                                                          | Persuasion Theory and Campaigns          | 3        |
| COMM 48000                                                          | Mass Media Ethics                        | 3        |
| COMM 49800                                                          | Internship                               | 3        |
| MKTG 20000                                                          | Principles of Marketing                  | 3        |
| <b>Electives</b>                                                    |                                          | <b>3</b> |
| Select 1 course from the following or an advisor-approved elective: |                                          |          |
| COMM 24200                                                          | Argumentation and Debate                 |          |
| COMM 30200                                                          | Special Events                           |          |
| COMM 30300                                                          | Advanced Communication Design Principles |          |
| COMM 32200                                                          | Sports Communication                     |          |
| COMM 42000                                                          | Advanced Digital Media Writing           |          |
| COMM 41300                                                          | Public Relations/Advertising Practicum   |          |
| MKTG 30000                                                          | Consumer Behavior                        |          |

|                                                                                                               |                                   |           |
|---------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------|
| MKTG 30500                                                                                                    | Introduction to Digital Marketing |           |
| MKTG 31500                                                                                                    | Advertising                       |           |
| <b>Advanced Writing Requirement</b>                                                                           |                                   |           |
| The advanced writing requirement of the General Education curriculum is satisfied by successful completion of |                                   |           |
| COMM 33000                                                                                                    | Public Relations Writing          | 3         |
| <b>Total Hours</b>                                                                                            |                                   | <b>48</b> |