

ADVERTISING/ PUBLIC RELATIONS CONCENTRATION

Associate of Arts

The Associate of Arts with a field of study in Advertising/Public Relations Concentration is a focused program of study, which provides a strong undergraduate foundation in writing for all forms of media and the integration of concepts and theories necessary to promote a positive image for clients. Classes prepare students for transfer to four-year institutions and entry into careers in which competence, clarity and influence are important, such as advertising, public relations, business, health, law, entertainment industry and media. Some variation in requirements may exist at particular four-year college or universities; therefore, it is essential that students also refer to the catalog of the prospective transfer institution and consult an academic adviser.

Program courses listed on the degree plan should be taken in the suggested sequence because most program courses have prerequisites. Program course COMM 1307 Introduction to Mass Communication is offered both fall and spring semesters. Program courses COMM 2327 Introduction to Advertising and COMM 2330 Introduction to Public Relations are only offered during the fall semester. Program courses COMM 2305 Editing and Layout and COMM 2339 Writing for Radio, Television, and Film are only offered during the spring semester. Program course COMM 2389 Academic Cooperative is offered both in the fall and spring semesters, it requires the completion of an internship, and should be taken during the semester the student intends to graduate.

Program Learning Outcomes

1. Students will describe the history and development of mass communication and its role in society.
2. Students will design and develop a public relations campaign.
3. Students will design and develop an advertising campaign.
4. The student will design and layout a page based on research and audience analysis.
5. The student will demonstrate effective writing techniques for mass media.

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Field of Study - 18 Credit Hours

COMM 1307	Introduction to Mass Communication	3
COMM 2330	Introduction to Public Relations	3
COMM 2327	Introduction to Advertising	3
COMM 2305	Editing and Layout	3
COMM 2339	Writing for Radio, Television, and Film	3
COMM 2389	Academic Cooperative	3

STC Core Curriculum - 42 Credit Hours

Complete 42 credit hours of required Core Curriculum ^{1,2}	42
Total Credit Hours	60

¹ In addition to the courses in the Field of Study, the student is required to take 42 credit hours from the STC Core Curriculum. These courses

must not duplicate courses taken to fulfill field of study requirements.
² Students who select a 3 credit hour Mathematics course to fulfill the Mathematics component of the Curriculum must take 4 credit hours to complete the Component Area Option for the Core Curriculum.

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Recommended Course Sequence

Course	Title	Credit Hours
Fall		
ENGL 1301	Composition I	3
Speech Elective - Component Area Option - Core Curriculum		3
HIST 1301 or HIST 2327	United States History I or Mexican-American History I	3
Language, Philosophy & Culture Elective - Core Curriculum		3
Recommended:		
PHIL 2306	Introduction to Ethics	
Credit Hours		12

Spring		
ENGL 1302	Composition II - Rhetoric	3
COMM 1307	Introduction to Mass Communication ¹	3
HIST 1302 or HIST 2328	United States History II or Mexican-American History II	3
Social and Behavioral Sciences Elective - Core Curriculum		3
Mathematics Elective - Core Curriculum		3-4
Recommended:		
MATH 1342	Elementary Statistical Methods	
Credit Hours		16

Second Year		
Fall		
GOVT 2305	Federal Government	3
COMM 2330	Introduction to Public Relations ¹	3
COMM 2327	Introduction to Advertising ¹	3
Life and Physical Sciences Elective - Core Curriculum		4
Creative Arts Elective - Core Curriculum		3
Recommended:		
DRAM 2366	Film Appreciation	
Credit Hours		16

Spring		
GOVT 2306	Texas Government	3
COMM 2305	Editing and Layout ¹	3
COMM 2339	Writing for Radio, Television, and Film ¹	3
Life and Physical Sciences Elective - Core Curriculum		4
COMM 2389	Academic Cooperative ¹	3
Component Area Option - Core Curriculum (if required)		1
Credit Hours		16
Total Credit Hours		60

¹ Field of Study Courses