

Bachelor of Arts in Public Relations and Advertising

126 credits

Program Description

This program prepares students to work in the field of public relations and advertising, both in public and private agencies and / or in their own companies. Students can work on developing and executing strategies in these fields.

Program Objectives

1. Professional capable of communicating orally and in writing, in Spanish and English, applying the postulates of the discipline of communication.
2. Professional with capacity for scientific reasoning and critical thinking.
3. Professional capable of understanding contemporary social issues within a historical social context.
4. Professional capable of responsibly applying the theories of social communication within the legislation, regulations and jurisprudence applicable to the media.
5. Professional capable of responsibly applying the concepts, characteristics, functions and other components of advertising and marketing.
6. Professional capable of responsibly applying the concepts, characteristics, functions and other components of public relations.
7. Professional capable of responsibly applying the concepts, characteristics, functions and other components of visual and radio communication.
8. Professional capable of applying the principles of social communication, advertising and marketing to create advertising campaigns in various media.
9. Professional capable of creating and managing companies in the media industry.

Program sequence will be available at the time of enrollment.

The language of instruction and program delivery modality are subject to availability.

Approved General Education Electives*		
Course	Title	Credits
SPAN 110	Elementary Spanish	3
REIL 101	Research and Information Literacy	3
BIOL 150	General Biology I	3
BIOL 151	General Biology II	3
HIDE 100	History of Arts	3
HIDE 110	Representing Culture: Art & Artifact 1500-1850	3
HIST 273	History of the United States of America	3

Program Curriculum

QYLE 110 or FYIS 101	Attitude Development and University Adaptation or Induction Seminar for University Life	3
General Education Courses		
Course	Title	Credits
Pick 2 GE* OR	Pick two (2) of the Approved General Education Electives OR	
SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Introduction to Spanish Language – Basic Level Introduction to Spanish Language – Intermediate Level Introduction to Spanish Language – Advanced Level	6
ENGL 150-250 OR	English Composition I and II OR	
ENGL 101-102 or ENGL 103-104 or ENGL 105-106	Introduction to English Language- Basic Level Introduction to English Language – Intermediate Level Introduction to English Language - Advanced Level	6
MATH 112ON	College Algebra	3
PHIL 201	Introduction to Philosophy	3
SOSC 101-102	Introduction to Social Science I and II	6
SCIE 111-112	Integrated Science I and II	6
COIS 101	Introduction to Computers	3
HIST 101	Introduction to the Study of History	3
ENGL 340 OR	Research and Writing OR	3
SPAN 215	Writing and Composition	
COMM 140 OR	Effective Communication OR	3
ENGL 212	English Second Year Basic Level	
COMM 240 OR	Interpersonal Communication OR	3
ENGL 350	Conversational English	
HUMA 101-102	World Cultures I and II	6
	Total	51
Core / Professional Courses		
Course	Title	Credits
STAT 300	Elements of Statistics I	3
GEOG 205	Global Communities and Resources: Critical Perspective	3
SOSC 320	Social Research Techniques	3
SOCI 358-O	Social Problems of the Hispanic Community in United States	3
ECON 207	New World Order Economy	3
COMM 205	Communication Theory	3
COMM 212	Development and Management of Media Enterprises	3
COMM 210	Legal and Ethical Aspects of Communications	3
COMM 325	Introduction to Advertising	3
COMM 320	Introduction to Public Relations	3
COMM 400	T.V. Principles	3
	Total	33
Major Courses		
Course	Title	Credits
COMM 230	Fundamentals of Journalism	3
COMM 420	Writing for Public Relations	3
COMM 390	Strategic Media Planning	3
COMU 307	Writing for Communication's Media	3
COMM 311	Photojournalism	3
COMM 435	Crisis Communication in Public Relations	3
COMM 380	Principles of Radio	3
COMM 440	Public Relations Campaigns	3
COMM 445	Advertising Campaigns	3
COMM 330	Design and Publishing of Electronic Pages	3
PROD 205	Audiovisual Production I	3
COMM 455	Integration Seminar	3
	Total	36
Elective		
	Free Elective	3
	Total	3
	Total credits	126