

Public Relations and Advertising

A major or minor in public relations and advertising is designed to prepare students to enter these professional fields.

The curricular structure of the Public Relations and Advertising program is listed below for students entering the program. Students will select one of two tracks: a Public Relations track will orient students to the principles and practices of public relations as both a practice and field of study. The second track, Advertising, will introduce students to the principles and practices of advertising. Students must complete an applied capstone course.

Major Requirements

Major: Public Relations and Advertising

Degree Type: B.A. or B.S.

Required Degree Credits to Graduate: 122

Arts, Humanities, and Social Sciences

Degree Requirements

Bachelor of Science (B.S.) Degree – The completion of a minor program of study, a second major, or a second degree is required.

Bachelor of Arts (B.A.) Degree – Second year language proficiency required.

General Education Requirements

First Year Experience (F):

UNIV 189	Skills For Academic Success (Students transferring in 24 or more credits do not need to take UNIV 189.)	1
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Communication (C):

ENGL 110	College Composition I	3
ENGL 120	College Composition II	3
One course in Upper Level Writing. Select one of the following:		3
ENGL 320	Business and Professional Writing	
ENGL 321	Writing in the Technical Professions	
ENGL 323	Creative Writing II	
ENGL 324	Writing in the Sciences	
ENGL 325	Writing in the Health Professions	
ENGL 357	Visual Culture and Language	
ENGL 358	Writing in the Humanities and Social Sciences	
ENGL 459	Researching and Writing Grants and Proposal	
COMM 110	Fundamentals of Public Speaking	3

Quantitative Reasoning (R): Select from current general education list 3

Science & Technology (S):

A one-credit lab must be taken as a co-requisite with a general education science/technology course unless the course includes an embedded lab experience equivalent to a one-credit course. Select from current general education list.

Humanities & Fine Arts (A): Select from current general education list. 6

Social & Behavioral Sciences (B):

Social & Behavioral Science category met by courses taken within the major. 6

Wellness (W): Select from current general education list. 2

Cultural Diversity (D):

COMM 216 Intercultural Communication 3

Global Perspectives (G): Select from current general education list.

Total Credits 40

Arts, Humanities and Social Sciences College Requirements

An additional 9 credits are required by the College of Arts, Humanities and Social Sciences for all Bachelor of Science and Bachelor of Arts degree programs of study, except the Bachelor of Fine Arts degree, the Bachelor of Music degree, Bachelor of Landscape Architecture degree, and the Bachelor of Science in Architecture degree:

AH&SS College Requirements

Courses used to satisfy any general education requirement cannot be used to also count toward the AH&SS College Requirements. A minimum of three credits is required in each of the 3 following areas for a total of 9 credits. Choose only those courses with the prefixes listed for each area. A course with the WGS prefix can only be used in one area.

Area One: Humanities 3

ARB, ENGL, FREN, GERM, HIST, HUM, PHIL, RELS, SPAN, or WGS

Area Two: Social Sciences 3

ANTH, CJ, COMM, EMGT, POLS, SOC, or WGS

Area Three: Fine Arts 3

ARCH, ART, ENVD, LA, MUSC, or THEA

Total Credits 9

Major Requirements

General Education Requirements 40

AH&SS College Requirement 9

Pre-Communication Requirements

Students must complete 21 credits of selected courses with a grade of 'B' or above to become a communication major. These courses may be repeated only once for this major.

ENGL 120	College Composition II	3
COMM 110	Fundamentals of Public Speaking	3
or COMM 111	Honors Public Speaking	
COMM 112	Understanding Media and Social Change	3
COMM 114	Human Communication	3
COMM 212	Interpersonal Communication	3
COMM 216	Intercultural Communication	3
Select one of the following:		3

SOC 110 Introduction to Sociology

POLS 110 Introduction to Political Science

PSYC 111 Introduction to Psychology

CJ 201 Introduction to Criminal Justice

Professional Major

Core courses for all tracks:

COMM 301	Rhetorical Traditions	3
or COMM 321	Introduction to Communication Theory	
COMM 320	Communication Analysis	3
COMM 375	Principles and Practices of Advertising and Public Relations	3
COMM 431	Communication Ethics	3
COMM 496	Field Experience	3
Choose one of the following tracks:		9
Public Relations Track:		
COMM 472	Public Relations Campaigns (Capstone)	
COMM 477	Research for Strategic Communication	
COMM 485	Crisis Communications in Public Relations	
or COMM 486	Principles of Risk Communication	
Advertising Track:		
COMM 376	Advertising Creative Strategies	
or COMM 377	Advertising Media Planning	
COMM 476	Advertising Campaign Practicum	
COMM 477	Research for Strategic Communication	
Major Electives for all tracks		
Major electives to be taken from the following list or courses from the track not selected above.		
Select four of the following:		12
COMM 200	Introduction to Media Writing	
COMM 310	Advanced Media Writing	
COMM 313	Editorial Processes	
COMM 345	Principles of Broadcast Production	
COMM 386	Organizational Interviewing	
COMM 434	Communication Law	
COMM 435	Critical Approaches to Popular Culture	
COMM 443	Mass Media and Public Opinion	
COMM 450	Issues in Communication	
COMM 484	Organizational Advocacy and Issue Management	
Degree Requirements: Potential of 28 credits to reach 122		28
Total Credits		122

COMM 476	Advertising Campaign Practicum	
COMM 477	Research for Strategic Communication	
COMM 485	Crisis Communications in Public Relations	
COMM 486	Principles of Risk Communication	
Total Credits		21

Minor Requirements and Notes

- A minimum of 8 credits must be taken at NDSU.

Minor Requirements

Public Relations & Advertising Minor

Minor Requirements

Required Credits: 21

Required Courses

COMM 112	Understanding Media and Social Change	3
COMM 114	Human Communication	3
COMM 212	Interpersonal Communication	3
COMM 216	Intercultural Communication	3
COMM 375	Principles and Practices of Advertising and Public Relations	3
Professional Specialization: Select two of the following:		6
COMM 313	Editorial Processes	
COMM 376	Advertising Creative Strategies	
COMM 377	Advertising Media Planning	
COMM 472	Public Relations Campaigns	