

First and Second Year Advising  
 Academic Plan for **Advertising & Public Relations BA**  
 School of Communication



*Preparing people to lead extraordinary lives*

Advertising & PR students must complete this list of University Core areas:

- Artistic Knowledge** (1 course/3 credit hours)
- Ethics** (1 course/3 credit hours)
- Historical Knowledge** (2 courses/6 credit hours)
- Literary Knowledge** (2 courses/6 credit hours)
- Quantitative Knowledge** (1 course/3 credit hours)
- Philosophical Knowledge** (1 course/3 credit hours)
- Scientific Literacy** (2 courses/6 credit hours)
- Societal Knowledge** (1 courses/3 credit hours)
- Theological Knowledge** (2 courses/6 credit hours)
- Writing Seminar** (1 course/3 credit hours)

**Study Abroad** Advertising & PR majors have flexibility in when they can study abroad. Students may take University Core while abroad and may consult with the School of Communication about the possibility of major elective credit.

**122 Total Credit Hours**

	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR
FALL	COMM 175 Intro to Communication  UCWR 110 Writing Seminar  Language 101  CORE  CORE  UNIV 101 First-Year Seminar (1 credit)	COMM 200 Digital Communication & Society or COMM 215 Ethics & Communication  CORE  CORE  CORE  General Elective*	Major Track Course  Major Track Course  Major Elective  CORE  General Elective*	COMM 386 AD/PR Capstone or COMM 391 AD/PR Internship  CORE  CORE  General Elective*  General Elective*
SPRING	COMM 100 School of Comm. Seminar (1 credit)  COMM 210 Principles of Public Relations  COMM 211 Principles of Advertising  Language 102  CORE  CORE	COMM 200 Digital Communication & Society or COMM 215 Ethics & Communication  COMM 213 Digital Foundations  MARK 201 Fundamentals of Marketing  Writing Intensive Course  CORE	Major Track Course  Major Elective  Research Course  CORE  General Elective*	COMM 386 AD/PR Capstone or COMM 391 AD/PR Internship  CORE  General Elective*  General Elective*  General Elective*

\*Advertising & PR majors have flexibility to complete a second major or minor program of study in another college or school in place of several general electives.