

COLLEGE OF ARTS & SCIENCES

# ADVERTISING/PUBLIC RELATIONS



This Communication and Media Department major prepares students for careers in advertising, public relations, and social media marketing. Students learn to professionally represent businesses and help inform, persuade and interact with customers and other critical publics. The program uses modern instruction methods and technologies that enable students to work on national as well as global marketing communication campaigns.

## OUTCOMES & OPPORTUNITIES

- All advertising/public relations students complete internships and join professional organizations to gain valuable experience and make industry contacts.
- Most advertising/public relations students pursue employment in public relations, advertising or social media management in agency or corporate settings. Non-profits, governments and international organizations also value strategic communication skills.
- Advertising/public relations graduates work for a wide range of companies and organizations in the United States and globally. Leading employers include Edelman PR, The Door PR, Leo Burnett, Atlantic Coast Media Group, Havas Advertising, Unilever, Ogilvy, Hearst Magazines, CBS, The Nielsen Company and iHeart Media.
- Graduates with excellent strategic communication skills and a strong liberal arts background are successful in other fields, such as marketing, business management, training, sales, education and fundraising.

## CONTACT INFORMATION

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[admissions.scranton.edu/pr](http://admissions.scranton.edu/pr)

# ADVERTISING/PUBLIC RELATIONS CURRICULUM

## Advertising Track

COMM 325 - Advertising Copywriting  
COMM 330 - Advertising Decision Making

## Public Relations Track

COMM 226 - Strategic Writing for Public Relations  
COMM 327 - Cases in Strategic Public Relations

Department & Number - Descriptive Title of Course		Fall Cr.	Spr. Cr.
<b>FIRST YEAR</b>			
MAJOR	COMM 109 - G/S/P Skill Set – COMM 115 - (W,EPW) Writing for Communication	1	3
FREE ELECT	FREE ELECT - Free Elective		3
MAJOR	COMM ELECT - COMM Elective	3	
GE WRTG/SPCH	COMM 108 - (FYW) Essential Writing Skills <sup>1</sup> – COMM 100 - (FYOC) Public Speaking*	3	3
GE C/IL	C/IL 102/102L - (FYDT) Computing & Information Literacy*	3	
GE HUMN	HUMN ELECT - Humanities Electives	3	3
GE PHIL - T/RS	PHIL 120 - Introduction to Philosophy – T/RS 121 - Theology I: Introduction to the Bible	3	3
GE FSEM	First Year Seminar <sup>2</sup>		
		<b>16</b>	<b>15</b>
<b>SECOND YEAR</b>			
MAJOR	COMM 210 - (W,EPW) Logical and Rhetorical Analysis		3
MAJOR	COMM 215 - Introduction to Communication Theory	3	
MAJOR	COMM 225 - Advertising	3	
MAJOR	COMM 227 - Contemporary Public Relations		3
FREE ELECT	FREE ELECT - Free Electives	3	3
GE PHIL - T/RS	PHIL 210 - Ethics – T/RS 122 - Theology II: Introduction to Christian Theology	3	3
GE QUAN - S/BH	QUAN ELECT - Quantitative Elective – S/BH ELECT - Social/Behavioral Elective	3	3
		<b>15</b>	<b>15</b>
<b>THIRD YEAR</b>			
MAJOR	COMM 316 - Communication Ethics – COMM ELECT - COMM Elective	3	3
MAJOR	COMM ELECT - COMM Elective	3	3
FREE ELECT	FREE ELECT - Free Electives	3	3
GE PHIL - T/RS	PHIL ELECT - Philosophy Elective or T/RS ELECT - T/RS Elective	3	
GE NSCI	NSCI ELECT - Natural Science Electives	3	3
GE ELECT	FREE ELECT - Free Electives	3	3
		<b>18</b>	<b>15</b>

## Department & Number - Descriptive Title of Course

Fall Cr. Spr. Cr.

## FOURTH YEAR

MAJOR	COMM 415 - Senior Seminar	3	
MAJOR	COMM ELECT - COMM Elective		3
FREE ELECT	FREE ELECT - Free Electives	3	6
GE HUMN - S/BH	HUMN ELECT - Humanities Elective – S/BH ELECT - Social/Behavioral Elective	3	3
GE ELECT	FREE ELECT - Free Electives	6	3
		<b>15</b>	<b>15</b>

**Total: 124 Credits**



<sup>1</sup> The Department of Communication prefers students fulfill (FYW) requirements by completing COMM 108. However WRTG 107 or WRTG 105 and WRTG 106 may be substituted.

<sup>2</sup> The selection of a First Year Seminar is likely to fulfill requirements both for the First Year Seminar and a General Education Requirement. Thus, the First Year Seminar will not add to the total credits for the semester. Talk with your advisor if you have any questions.

\*An approved 3-credit EP Foundation Course may be substituted for COMM 100 and C/IL 102/102L - C/IL 104. In this case, the total needed for graduation in this major may be reduced. Consult with your advisor if you have questions.

Curriculum grid effective for the 2020-21 academic year in accordance with the undergraduate course catalog.