

THE UNIVERSITY OF SCRANTON  
COLLEGE OF ARTS & SCIENCES

# ADVERTISING/PUBLIC RELATIONS/SOCIAL MEDIA

## About the Program

This Department of Communication & Media 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 high-impact learning experiences and technologies that enable students to work together on local, national and global integrated marketing communication campaigns.

## Outcomes & Opportunities

- All advertising, public relations and social media students complete internships and join professional organizations to gain valuable experience and make industry contacts. Students have high-impact, hands-on learning opportunities with real clients in classes, clubs and through the AAF National Student Advertising Competition.
- Most advertising, public relations and social media 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.
- Some students choosing graduate schools have gone to The University of Scranton's 5-year MBA, Villanova, Texas Tech and Syracuse University.
- Advertising, public relations and social media graduates work for a wide range of companies and organizations in the United States and globally. Leading employers include Monster Energy Company, Weber Shandwick, NBC Universal, Revlon, JP Morgan Chase, Johnson & Johnson, BuzzFeed, Edelman PR, The Door PR, Leo Burnett, Publicis, IPG, UM, WPP, Havas, Unilever, Ogilvy, Hearst Magazines, CBS, The Nielsen Company, iHeart Media and Golin PR.
- Graduates with excellent strategic communication and critical thinking skills, and a strong liberal arts background are successful in other fields, such as marketing, business management, training, sales, education and fundraising.

## Among the TOP 10 IN THE NORTH for 30 years

— U.S. News & World Report's  
Best Colleges



**SUCCESS AHEAD**

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

# ADVERTISING/PUBLIC RELATIONS/SOCIAL MEDIA CURRICULUM

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
<b>FIRST YEAR</b>			
GE EP LEVEL I			
MAJOR/GE EP	COMM 108 - (FYW) Essential Writing Skills <sup>1</sup> –		
LEVEL II	COMM 205 - (EPW) Writing for Communication	3	3
MAJOR	COMM 101 - Communication and Society –		
	COMM 105 - Advertising/PR/Social Media	3	3
MAJOR/GE			
P LEVEL I	COMM 112 - (FYOC, FYDT) Foundations of Public Speaking	3	
GE HUMN	HUMN ELECT - (CH, CL, CA, CF, CI) Humanities Electives	3	6
GE PHIL - T/RS	PHIL 120 - Introduction to Philosophy –		
	T/RS 121 - (P) Theology I: Introduction to the Bible	3	3
GE FSEM	First Year Seminar <sup>2</sup>		
		<b>15</b>	<b>15</b>

## SECOND YEAR

MAJOR - MAJOR/	COMM 215 - Introduction to Communication Theory –		
GE EP LEVEL II	COMM 210 - (EPW) Logical and Rhetorical Analysis	3	3
MAJOR	COMM 225 - Introduction to Advertising or COMM 227 -		
	Public Relations or COMM 235 - Social Media	3	
FREE ELECT	FREE ELECT - Free Electives	3	3
GE PHIL - T/RS	PHIL 210 - Ethics – T/RS 122 - (P) Theology II: Introduction to Christian Theology	3	3
GE QUAN - S/BH	QUAN ELECT - Quantitative Elective – S/BH ELECT - Social/Behavioral Elective	3	3
GE NSCI	NSCI ELECT - Natural Science Elective		3
		<b>15</b>	<b>15</b>

## THIRD YEAR

MAJOR	COMM 325 - Advertising Copywriting or COMM 329 - Graphics or		
	COMM 365 - Social Media Production – COMM 305 - Media Campaigns	3	3
MAJOR ELECT	COMM ELECT - Communication Elective	3	
GE FREE ELECT	FREE ELECT - Free Electives <sup>3</sup>	6	9
GE PHIL - T/RS	PHIL ELECT - Philosophy Elective or T/RS ELECT - T/RS Elective	3	
GE NSCI	NSCI ELECT - Natural Science Elective		3
		<b>15</b>	<b>15</b>

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
<b>FOURTH YEAR</b>			
MAJOR	COMM 460 - Advertising Competition (2 semesters)	3	3
MAJOR	COMM ELECT - Communication Elective		3
GE HUMN - S/BH	HUMN ELECT - (CH, CL, CA, CF, CI) Humanities Elective –		
	S/BH ELECT - Social/Behavioral Elective	3	3
GE FREE ELECT	FREE ELECT - Free Electives <sup>3</sup>	9	6
		<b>15</b>	<b>15</b>

**Total: 120 Credits**

## CONTACT INFORMATION

**Stacy Smulowitz, Ph.D.**, Chair, Department of Communication and Media

Tel: 570.941.4135 • Email: [stacy.smulowitz@scranton.edu](mailto:stacy.smulowitz@scranton.edu)

**1.888.SCRANTON** or visit [admissions.scranton.edu](https://admissions.scranton.edu)

<sup>1</sup> The Department of Communication & Media 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.

<sup>3</sup> The Department of Communication & Media strongly recommends students complete 3-6 credits satisfactory (CS) internship in the GE free elective area.

Curriculum grid effective for the 2024-25 academic year in accordance with the undergraduate course catalog.