

Bachelor of Arts in Public Relations and Advertising

Credits: 126

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 Outcomes

1. Demonstrate understanding of the theories, history, and role of professionals and institutions in shaping communications, public relations, and advertising, as well as mastery of the principles and laws of freedom of expression and of the press.
2. Demonstrate understanding and knowledge on the main concepts of gender, race, ethnic origin, sexual orientation, and other forms of diversity of people and cultures, and the impact of public relations and advertising in an increasingly diverse society and global.
3. Apply critical thinking in a creative, independent, and ethical way on the search of truth accuracy, fairness, and diversity, using professional, ethical principles, investigating, and evaluating information, and using appropriate public relations and advertising methods.
4. Communicate effectively, correctly, and clearly, in oral and writing, in forms and styles appropriate to public relations and advertising, the institutions, audiences, and purposes they serve.
5. Demonstrate critical skills in evaluating their own work and that of others, ensuring accuracy, fairness, clarity, appropriate style, and grammatical correctness for proper delivery to the targeted audience.
6. Apply creativity and appropriate technical skills, and knowledge in concepts, theories, resources, tools, and a variety of technologies in using and presenting images, sounds and information within a communication, public relations, and advertising.
7. Evaluate information by using appropriate communication methods, and the use of research, basic numerical and statistical concepts, in the communication fields and its related professions.
8. Apply advertising concepts and public relations tactical materials in a Public Relations campaign using variety of traditional media resources and innovative digital tools.

Program sequence will be available at the time of enrollment.

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



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QYLE 110 or FYIS 101	Attitude Development and University Adaptation or Induction Seminar to University Life	3	Must be taken in the 1 st term of enrollment
General Education Courses			
Course	Title	Credits	Prerequisites
Pick 2 GE* OR SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Pick two (1) of the Approved General Education Electives OR Introduction to Spanish Language - Basic Level Introduction to Spanish Language - Intermediate Introduction to Spanish Language - Advanced Level	6	SPAN 101 FOR SPAN 102 OR SPAN 103 FOR SPAN 104 OR SPAN 105 FOR SPAN 106
ENGL 150-250 OR ENGL 101-102 or ENGL 103-104 or ENGL 105-106	English Composition I and II OR Introduction to English Language - Basic Level Introduction to English Language - Intermediate Introduction to English Language - Advanced Level	6	ENGL 150 FOR ENGL 250 OR ENGL 101 FOR ENGL 102 OR ENGL 103 FOR ENGL 104 OR ENGL 105 FOR ENGL 106
MATH 112ON	College Algebra	3	
PHIL 201	Introduction to Philosophy	3	
SOSC 101-102	Introduction to Social Science I and II	6	SOSC 101 FOR SOSC 102
SCIE 111-112	Integrated Science I and II	6	SCIE 111 FOR SCIE 112
COIS 101	Introduction to Computers	3	
HIST 101	Introduction to the Study of History	3	
ENGL 340 OR SPAN 215	Research and Writing OR Writing and Composition	3	ENGL 250 FOR ENGL 340 OR ENGL 101-102 OR ENGL 103-104 OR ENGL 105-106 OR 200 LEVEL ENGLISH COURSE
COMM 140 OR ENGL 212	Effective Communication OR English Second Year Basic Level	3	ENGL 101-102 OR ENGL 103-104 OR ENGL 105-106
COMM 240 OR ENGL 350	Interpersonal Communication OR Conversational English	3	ENGL 101-102 OR ENGL 103-104 OR ENGL 105-106 OR 200 LEVEL ENGLISH COURSE
HUMA 101-102	World Cultures I and II	6	HUMA 101 FOR HUMA 102
TOTAL		51	
Core / Professional Courses			
Course	Title	Credits	Prerequisites
STAT 300	Elements of Statistics I	3	MATH 112ON
GEOG 205	Global Communities and Resources: Critical Perspective	3	SOSC 102
SOSC 320	Social Research Techniques	3	STAT 300
SOCI 358-O	Social Problems of the Hispanic Community in United States	3	
ECON 207	New World Order Economy	3	SOSC 102
COMM 205	Communication Theory	3	
COMM 212	Development and Management of Media Enterprises	3	COMM 205
COMM 210	Legal and Ethical Aspects of Communications	3	COMM 205
COMM 325	Introduction to Advertising	3	COMM 205
COMM 320	Introduction to Public Relations	3	COMM 205
COMM 400	T.V. Principles	3	COMM 205
TOTAL		33	

Major Courses			
Course	Title	Credits	Prerequisites
COMM 230	Fundamentals of Journalism	3	COMM 205
COMM 420	Writing for Public Relations	3	COMM 230, COMM 307
COMM 390	Strategic Media Planning	3	COMM 320
COMM 307	Writing for Communication's Media	3	COMM 230
COMM 311	Photojournalism	3	COMM 230
COMM 435	Crisis Communication in Public Relations	3	COMM 230, COMM 420, COMM 390, COMM 307, COMM 320
COMM 380	Principles of Radio	3	COMM 205
COMM 440	Public Relations Campaigns	3	COMM 435
COMM 445	Advertising Campaigns	3	COMM 435
COMM 330	Design and Publishing of Electronic Pages	3	COMM 311, COMM 325, COMM 230, COIS 101
PROD 205	Audiovisual Production I	3	COMM 205
COMM 455	Integration Seminar	3	All Professional Courses
TOTAL		36	
Elective			
	Free Elective	3	
TOTAL		3	
TOTAL CREDITS		126	

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

Notes:

1. Graduation GPA: 2.00