

# ADVERTISING & PUBLIC RELATIONS MAJOR

Department: Communication (<https://catalog.bradley.edu/undergraduate/communications-fine-arts/communication/>)

Code	Title	Hours
<b>COM Core Courses</b>		
COM 101	Survey of Communication	3.0
COM 300	Communication Theory	3.0
COM 417	Issues and Perspectives in Communication	3.0
<b>Advertising &amp; Public Relations: Core Courses</b>		
COM 201	Journalistic Writing	3.0
COM 219	Public Relations	3.0
COM 220	Advertising As Communication	3.0
COM 320	Advertising Creative Strategy	3.0
COM 322	Advertising Media Planning	3.0
COM 325	Advertising Design and Production	3.0
COM 327	Public Relations Writing	3.0
COM 400	Communications Research	3.0
<b>Advertising &amp; Public Relations: Capstone</b>		
Select one of the following:		3.0
COM 480	Public Relations: Case Studies and Campaigns	
COM 481	Advertising Campaigns	
<b>Advertising &amp; Public Relations: Electives</b>		
Select two of the following:		6.0
COM 318	Health Communication	
COM 326	Digital Analytics	
COM 360	Digital Journalism	
COM 383	Desktop Publishing	
COM 388	Social Media Communication	
COM 391	Topics in Communication	
COM 437	Advertising in A Global Environment	
COM 438	Public Relations in A Global Environment	
COM 447	Issues and Ethics in Advertising	
COM 480	Public Relations: Case Studies and Campaigns	
COM 481	Advertising Campaigns	
COM 491	Topics in Communication	
COM 494	Communication Expedition	
COM 495	Communication Internship	
<b>Total Hours</b>		<b>42</b>