

# Integrated Advertising Public Relations Roadmap

<b>Program</b>	<b>Bachelor of Science: Integrated Advertising &amp; Public Relations</b>
<b>Total Credits</b>	120
<b>Catalog</b>	2022-23

*The plan below is **one** of several possible ways for you to complete this degree.  
 Your individualized plan may look different if you have already fulfilled some requirements.  
 Your Financial Aid Award may require additional term credits for full-time funding.  
 You must complete all university and program requirements successfully to complete this degree (GPA, 120 credits, LASC, WI, residency)*

Curriculum	Course	Course Title	Credits	Take When	Total Credits
					<b>120.00</b>

### 1st Year

Core Requirement:	LASC Goal 9: Ethical/Civic Responsibility	COMM 101	Intro to Mass Media	3.00	1st Fall	16.00
	First-Year Experience Course	FYE 101	First Year Experience	1.00	1st Fall	
	LASC Goal 1A: Oral Communication	COMM 100	Speech Communication	3.00	1st Fall	
	LASC Goal 1B: Written Communication	ENGL 101	English Composition	3.00	1st Fall	
	LASC Goal 5: History/Social/Behavioral			3.00	1st Fall	
	LASC Goal 8: Global Perspectives			3.00	1st Fall	
Core/WI Requirement:	200-level or higher	COMM 210	Media Writing	3.00	1st Spring	15.00
Core Requirement:		COMM 220	Layout & Typography I	3.00	1st Spring	
	LASC Goal 2: Critical Thinking			3.00	1st Spring	
	LASC Goal 3: Natural Sciences w/Lab			3.00	1st Spring	
Writing Intensive LASC:	LASC Goal 6: Humanities/Fine Arts			3.00	1st Spring	

### 2nd Year

Core Requirement:		COMM 230	Photography	3.00	2nd Fall	15.00
Core Requirement:		COMM 283	Ad & PR Principles	3.00	2nd Fall	
Writing Intensive:	200-level or higher			3.00	2nd Fall	
	LASC Goal 4: Math/Logical Reasoning			3.00	2nd Fall	
	LASC Goal 5: History/Social/Behavioral			3.00	2nd Fall	
Core Requirement:		COMM 251	Video Production for Ad, News, PR	3.00	2nd Spring	15.00
Core Requirement:	WI for major	COMM 306	Ad & PR Copywriting	3.00	2nd Spring	
General Elective/Minor Course:				3.00	2nd Spring	
	LASC Goal 3: Natural Sciences w/Lab			3.00	2nd Spring	
	LASC Goal 6: Humanities/Fine Arts			3.00	2nd Spring	

### 3rd Year

Core Requirement:		COMM 351	Messaging for Mobile Media	3.00	3rd Fall	15.00
Core Requirement:		COMM 352	Social Media Campaigns	3.00	3rd Fall	
Core Requirement:	LASC Goal 7: Human Diversity	COMM 285	Intercultural Communication	3.00	3rd Fall	
General Elective/Minor Course:				3.00	3rd Fall	
General Elective/Minor Course:				3.00	3rd Fall	
Core Requirement:		COMM 305	Imaging and Photo Illustration	3.00	3rd Spring	15.00
Core Requirement:		COMM 354	Social Media Metrics	3.00	3rd Spring	
Core Requirement:		COMM 383	Event Planning	3.00	3rd Spring	
General Elective/Minor Course:				3.00	3rd Spring	
	LASC Goal 10: People & the Environment			3.00	3rd Spring	

### 4th Year

Core Requirement:		COMM 400	Media Ethics & Issues	3.00	4th Fall	15.00
Core Requirement:		COMM 459	Ad & PR Campaign Research	3.00	4th Fall	
General Elective/Minor Course:				3.00	4th Fall	
General Elective/Minor Course:				3.00	4th Fall	
General Elective/Minor Course:				3.00	4th Fall	
Core Requirement:		COMM 403	Communications Law	3.00	4th Spring	14.00
Core Requirement:		COMM 365	Media Planning	3.00	4th Spring	
Core Requirement:		COMM 460	Ad & PR Campaign Execution	3.00	4th Spring	
General Elective/Minor Course:				3.00	4th Spring	
General Elective/Minor Course:				2.00	4th Spring	