

ADVERTISING/PUBLIC RELATIONS, B.A.

Begin Campus: Any Penn State Campus

End Campus: University Park, World Campus

Spring 2024 Curricular Update: The program description, entrance requirements, and program requirements detailed on this page are effective beginning Spring 2024. To learn more about what approved curricular changes take effect in Spring 2024, please visit the Changes to the UG Bulletin page (<https://bulletins.psu.edu/undergraduate/general-information/using-this-bulletin/#changestotheugbulletintext>). To view the requirements in effect for Fall 2023, please visit the 2023-24 Undergraduate Bulletin PDF (<https://bulletins.psu.edu/pdf/undergraduate.pdf>).

Degree Requirements

For the Bachelor of Arts degree in Advertising/Public Relations, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	23-26
Bachelor of Arts Degree Requirements	24
Requirements for the Major	35-38

10 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GS courses; 4 credits of GQ courses.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if foreign language proficiency is demonstrated by examination.

Requirements for the Major

A grade of C or better is required for all courses in the major. To graduate, a student enrolled in the major must earn at least a C grade in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Common Requirements for the Major (All Options)

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 160	Basic News Writing Skills	1
ECON 102	Introductory Microeconomic Analysis and Policy	3
PSYCH 100	Introductory Psychology	3
STAT 200	Elementary Statistics	4

Supporting Courses and Related Areas

Supporting Courses and Related Areas: Require a grade of C or better

Select 3 credits of COMM courses 3

Requirements for the Option

Requirements for the Option: Require a grade of C or better

Select an option 21-24

Requirements for the Option Advertising Option (21 credits)

Available at the following campuses: University Park

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 320	Introduction to Advertising	3
COMM 420	Research Methods in Advertising and Public Relations	3
COMM 421W	Advertising Creative Strategies	3
COMM 422	Advertising Media Planning	3
COMM 424	Advertising Campaigns	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 6 credits from the following:		6
COMM 370	Public Relations	
COMM 373	Crisis Communications in Public Relations	
COMM 410	International Mass Communications	
COMM 417	Ethics and Regulation in Advertising and Public Relations	
COMM 418	Media Effects: Theory and Research	
COMM 425	Advanced Advertising Campaigns	
COMM 426	International and Intercultural Strategic Communication	
COMM 427	Client/Agency Relations	
COMM 468	Graphic Applications in Print Communications	
COMM 494	Research Project Courses	
COMM 495	Internship (1-3 credits)	
COMM 496	Independent Studies	
COMM 499	Foreign Study--Mass Communications	

Public Relations Option (24 credits)

Available at the following campuses: University Park

Code	Title	Credits
Prescribed Courses		
<i>Prescribed Courses: Require a grade of C or better</i>		
COMM 260W	News Writing and Reporting	3
COMM 370	Public Relations	3
COMM 372	Digital Public Relations	3
COMM 420	Research Methods in Advertising and Public Relations	3
COMM 471	Public Relations Media and Methods	3
COMM 473	Public Relations Campaigns	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
Select 6 credits from the following:		6
COMM 305	Introduction to Critical Studies of Media	
COMM 320	Introduction to Advertising	
COMM 373	Crisis Communications in Public Relations	
COMM 410	International Mass Communications	
COMM 417	Ethics and Regulation in Advertising and Public Relations	
COMM 418	Media Effects: Theory and Research	

COMM 425	Advanced Advertising Campaigns
COMM 426	International and Intercultural Strategic Communication
COMM 427	Client/Agency Relations
COMM 468	Graphic Applications in Print Communications
COMM 495	Internship (1-3 credits)
COMM 496	Independent Studies
COMM 499	Foreign Study--Mass Communications

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80>)). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements

Foreign Language (0-12 credits): Student must attain 12th credit level of proficiency in one foreign language. See the Placement Policy for Penn State Foreign Language Courses (<https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/>).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts, Foreign Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; foreign language credits in this category must be in a second foreign language or beyond the 12th credit level of proficiency in the first language)

Other Cultures (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the General Education US/IL requirement.