

PUBLIC RELATIONS AND ADVERTISING (B.A.)

Bachelor of Arts Program

Program Code: BA-AS

Major Code: PRA

Communication Department

Buckham Hall B117

(716) 878-6008

communication.buffalostate.edu/ (<http://communication.buffalostate.edu/>)

Accrediting Council on Education in Journalism and Mass Communications (Accredited)

This major allows students flexibility to tailor a program based on strategic communication through the disciplines of public relations, advertising, social media, and related fields. It meets the needs of students preparing for a career in which research, strategic planning, implementation of creative communication tactics, and evaluation are central, whether to advance an organization, promote a product, or advocate a cause. Compare this major with communication studies, journalism, and media production. See communication.buffalostate.edu (<http://communication.buffalostate.edu/>).

This is the only bachelor's degree program in public relations and advertising at any SUNY institution that is accredited by the Accrediting Council on Education in Journalism and Mass Communications. Only a handful of other undergraduate programs in New York State are accredited.

Career Opportunities

Students in public relations and advertising prepare for careers in public relations, social media, and advertising, as well as fundraising, organizational communication, research, lobbying, marketing communication, and other fields that require a liberal arts education enhanced with communication expertise.

The profile of a successful public relations and advertising graduate is a person with strong writing and speaking proficiency, keen ethical insight, competence in research and planning, and skill in working effectively both independently and in teams.

Academic Standards

Only grades of C or higher may be applied toward requirements for any communication degree; courses with lower grades must be repeated. Consistent with standards of the Accrediting Council on Education in Journalism and Mass Communications, the number of communication courses that students may take is capped, encouraging a broad-based liberal arts education. The department encourages students to take minors or second majors and requires evidence of

an academic concentration or area of expertise outside the Communication Department.

Admission Requirements

Incoming freshmen and transfer students can declare the major.

See communication.buffalostate.edu (<http://communication.buffalostate.edu/>) for application forms and additional information, including a list of equivalent core courses at community colleges. Transfer students from two-year schools may apply only core courses toward this major for a maximum of 12 credits. Students generally require four semesters of study after completing communication core courses.

Program Requirements

Code	Title	Credit Hours
General Education 23 Requirements (http://ecatalog.buffalostate.edu/undergraduate/collegewide-degree-requirements-baccalaureate-degrees/#IF_Courses)		
33 credit hours		33
Public Relations & Advertising Major Requirements (42 credit hours)		
<i>Communication Core (12 credit hours)</i>		
COM 100	MEDIA LITERACY	3
COM 210	INTRODUCTION TO MEDIA WRITING	3
COM 215	INTRODUCTION TO VISUAL COMMUNICATION	3
	or COM 212 INTRODUCTION TO DIGITAL STORYTELLING	
SPC 205	INTRODUCTION TO ORAL COMMUNICATION	3
<i>Major Requirements (21 credit hours)</i>		
COM 301	PRINCIPLES OF PUBLIC RELATIONS AND ADVERTISING	3
SPC 307	GROUP COMMUNICATON	3
COM 308	PUBLIC RELATIONS WRITING	3
COM 322	COMMUNICATION GRAPHICS	3
COM 336	WEB AND SOCIAL MEDIA PRODUCTION	3
COM 401	APPLIED COMMUNICATION RESEARCH	3

COM 418	CAMPAIGNS IN PUBLIC RELATIONS AND ADVERTISING	3
<i>Senior Seminar (3 credit hours)</i>		
COM 450	COMMUNICATION AND SOCIETY	3
<i>Communication Electives (6 credit hours)</i>		
Select any two 300 or 400 level COM or SPC electives by advisement		6
All College Electives		
45 credit hours		45
Total Credit Hours		120

Students will:

1. understand and apply First Amendment principles and the law appropriate to professional practice relevant to the major
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communication relevant to the major
3. demonstrate an understanding of gender and gender identity, race, ethnicity, class, sexual orientation, and, as appropriate, other forms of diversity, equity, and inclusion in domestic and global societies and their significance in the major
4. understand concepts and apply theories in the use and presentation of images and information relevant to the major
5. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
6. think critically, creatively and independently
7. conduct research and evaluate information by methods appropriate to the communication professions in which they work
8. write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve
9. critically evaluate their own work and that of others for accuracy, fairness, clarity, creativity, effective storytelling and/or professional style as appropriate to the major
10. apply basic numerical and statistical concepts appropriate to the major
11. apply tools and technologies appropriate to the major
12. demonstrate competence in professional speaking and presentational skills appropriate to the major