COMMUNICATION ARTS
MAJOR: ADVERTISING AND PUBLIC RELATIONS OPTION
(B.A.)

https://manchester.unh.edu/program/ba/communication-arts-major-advertising-public-relations-option

Description

Students in the Advertising and Public Relations option develop knowledge and skills relating to the use of strategic communication practices within a variety of settings such as ad agencies, commercial businesses, and nonprofit organizations. A dynamic mix of historical, social, ethical, organizational, creative, analytical, and experiential perspectives is used to create a strong foundation for professional success and graduate study. Coursework covers topics such as earned and paid media, social media, graphic design, media writing, data analytics, and audience research. Some courses use field trips and guest speakers to keep students up-to-date with current trends. An internship in advertising and public relations is required.

Requirements

Option Requirements

Students must complete all of the Communication Arts major requirements and will work with their academic advisor to select courses that also satisfy option requirements.

The option in Advertising and Public Relations consists of 24 credits as distributed below. Note that some courses may also be used to fulfill the requirements of the Communication Arts major. Courses applied to the option must be completed with a minimum grade of C- and overall GPA of 2.0. Transfer students must complete a minimum of 12 credits, including the Advertising and Public Relations Internship, at UNH Manchester.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>I.</td>
<td>Select two of the following courses:</td>
<td>8</td>
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<tr>
<td>CA 531</td>
<td>History and Organization of Advertising</td>
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<tr>
<td>CA 540</td>
<td>Public Relations</td>
<td></td>
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<tr>
<td>CA 542</td>
<td>Social Media for Organizations and Business</td>
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<tr>
<td>CA 550</td>
<td>Special Topics in Communication Organization, History, and Policy</td>
<td>1</td>
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<td>II.</td>
<td>Select two of the following courses:</td>
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<tr>
<td>CA 450</td>
<td>Introduction to Public Speaking</td>
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<tr>
<td>CA 500</td>
<td>Media Writing</td>
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<tr>
<td>CA 514</td>
<td>Fundamentals of Video Production</td>
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<tr>
<td>CA 520</td>
<td>Special Topics in Applied Communication</td>
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<tr>
<td>CA 522</td>
<td>Graphic Design I</td>
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<tr>
<td>CA 523</td>
<td>Graphic Design II</td>
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<tr>
<td>CA 550</td>
<td>Special Topics in Communication Organization, History, and Policy</td>
<td>1</td>
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<tr>
<td>DATA 557</td>
<td>Introduction to Data Science and Analytics</td>
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<td>III.</td>
<td>Select one of following courses:</td>
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<tr>
<td>CA 610</td>
<td>Communication Technologies and Culture</td>
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<tr>
<td>CA 720</td>
<td>Seminar</td>
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<tr>
<td>CA 795</td>
<td>Independent Study</td>
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<tr>
<td>IV.</td>
<td>Select one of the following courses:</td>
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<tr>
<td>CA 501</td>
<td>Internship/Communication in the Urban Community</td>
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</table>

1 Topic must be related to advertising and public relations, and approved by advisor.

For more information, contact Jeff Klenotic, program coordinator, at Jeffrey.Klenotic@unh.edu or contact the UNH Manchester Office of Admissions (unhm.admissions@unh.edu) at (603) 641-4150.

Student Learning Outcomes

Upon completion of the Communication Arts program, students will be able to:

- Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
- Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
- Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
- Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
- Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.