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.

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

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major Requirements

Communication Arts (CA) majors must complete 10 courses (40 credits) and maintain a minimum overall grade point average of 2.0 in the major. Transfer students must complete at least 20 credits in the Communication Arts major at UNH. Communication Arts majors may use up to two CMN and/or CA courses toward both the Communication Arts major and UNH Discovery Program requirements.

Code | Title | Credits
--- | --- | ---
CMN 455 | Introduction to Media Studies | 4
CMN 456 | Propaganda and Persuasion | 4
CMN 457 | Introduction to Language and Social Interaction | 4

Select three courses from area A, two from area B, two from area C below.

Total Credits | 40

1. Students must earn a "C" or better in each course to satisfy CA degree requirements.
2. Students must earn a "C-" or better in each course to satisfy CA degree requirements.

A. Communication Practices

Select three courses from the following:

- CA 450 Introduction to Public Speaking
- CA 500 Media Writing
- CA 501 Internship/Communication in the Urban Community
- CA 502 Image and Sound
- CA 507 Relational Violence
- CA 508 Conflict in Relational Communication
- CA 512 Screenwriting
- CA 514 Fundamentals of Video Production
- CA 515 Advanced Video Production
- CA 517 Fundamentals of Audio Production
- CA #518 Advanced Topics in Digital Media Production
- CA #519 Advanced Screenwriting
- CA 522 Graphic Design I
- CA 523 Graphic Design II
- PSYC 762 Counseling

Total Credits | 12

B. Communication Practices: Organization, History, and Policy

Select two courses from the following:

- CA 527 History of Film
- CA 531 History and Organization of Advertising
- CA 532 Typography I
- CA 536 LGBT Images and Perspectives
- CA 538 Gender
- CA 539 Communicating in Families
- CA 540 Public Relations
- CA 542 Social Media for Organizations and Business
- CA 550 Special Topics in Communication Organization, History, and Policy
- COMP 560 Ethics and the Law in the Digital Age
- ENGL 534 21st Century Journalism: How the News Works
- PHIL 565 Philosophy Through Film

Total Credits | 8

C. Communication Practices: Theory and Research

Select two courses from the following:

- CA 610 Communication Technologies and Culture
- CA 612 Narrative
- CA 615 Film History/Theory and Method
- CA 618 Documentary
- CA 720 Seminar
- CA 795 Independent Study

Total Credits | 8

Advertising and Public Relations 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.
Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

Sample Course Sequence

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>UMST 401</td>
<td>1-2</td>
</tr>
<tr>
<td>or UMST 402</td>
<td></td>
</tr>
<tr>
<td>ENGL 401</td>
<td>4</td>
</tr>
<tr>
<td>CMN 455</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
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<tr>
<td>Elective</td>
<td>4</td>
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</tbody>
</table>

| Credits      | 17-18 |

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign Language</td>
<td>4</td>
</tr>
<tr>
<td>CMN 457</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
</tr>
</tbody>
</table>

| Credits      | 16     |

Third Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Elective</td>
<td>4</td>
</tr>
<tr>
<td>Discovery Course</td>
<td>4</td>
</tr>
<tr>
<td>Elective</td>
<td>4</td>
</tr>
</tbody>
</table>

| Credits      | 16     |

Spring

| Major Elective | 4     |
| Discovery Course | 4       |
| Elective     | 4       |

| Credits      | 16     |

Courses that satisfy this requirement include, but are not limited to:

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<td>Narrative</td>
<td>4</td>
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<tr>
<td>CA 615</td>
<td>Film History/Theory and Method</td>
<td>4</td>
</tr>
<tr>
<td>CA 720</td>
<td>Seminar</td>
<td>4</td>
</tr>
<tr>
<td>CA 795</td>
<td>Independent Study</td>
<td>4</td>
</tr>
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Capstone Requirement

The capstone requirement will be satisfied in a student's senior year by completion of a specific four-credit capstone course at the 600 or 700 levels. Students may not enroll in a capstone course until they have completed all three CA program core courses (CMN 455 Introduction to Media Studies, CMN 456 Propaganda and Persuasion, and CMN 457 Introduction to Language and Social Interaction) and at least one Area A course and one Area B course. Students must also have completed the prerequisites for the particular capstone course they seek to take. Exceptions to this rule must be approved by the student’s academic advisor and CA program coordinator. The capstone course can also fulfill an Area C course requirement.

The capstone experience offers seniors an opportunity to synthesize and apply knowledge and skills gained throughout their communication arts major coursework. The capstone course requires students to conduct an original research study, a creative media project, an internship, community-based research, or an advanced service learning project in communication arts under the close supervision of a communication arts faculty member. Students are strongly encouraged to share their capstone projects with the larger UNH community through participation in the Undergraduate Research Conference, a presentation in the Brown Bag lunch series, publication in the UNH undergraduate journal Inquiry, or presentation in some other public venue. Students should work closely with their advisors to make sure the capstone requirement has been satisfied.

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<td>Independent Study</td>
<td>4</td>
</tr>
</tbody>
</table>
**Fourth Year**

**Fall**
- Major Elective: 4
- Discovery Course: 4
- Elective: 4
- Elective: 4

| Credits | 16 |

**Spring**
- Major Elective: 4
- Discovery Course: 4
- Elective: 4
- Elective: 4

| Credits | 16 |

**Total Credits**

129-130

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**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.