

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 \(jeffrey.klenotic@unh.edu\)](mailto:jeffrey.klenotic@unh.edu), program coordinator or contact the [UNH Manchester Office of Admissions \(unhm.admissions@unh.edu\)](mailto: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

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.

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.

Code	Title	Credits	
I. Select two of the following courses:			
CA 531	History and Organization of Advertising	8	
CA 540	Public Relations		
CA 542	Social Media for Organizations and Business		
CA 550	Special Topics in Communication Organization, History, and Policy ¹		
II. Select two of the following courses:			
CA 450	Introduction to Public Speaking	8	
CA 500	Media Writing		
CA 514	Fundamentals of Video Production		
CA 520	Special Topics in Applied Communication ¹		
CA 522	Graphic Design I		
CA 523	Graphic Design II		
CA 532	Typography I		
DATA 557	Introduction to Data Science and Analytics	4	
III. Select one of following courses:			
CA 610	Communication Technologies and Culture		
CA 720	Seminar ¹		
CA 795	Independent Study ¹		
IV. Select one of the following courses:			
CA 501	Internship/Communication in the Urban Community ¹	4	
UMST 500	Internship ¹		
Total Credits		24	

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

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		Credits
Fall		
UMST 401 or UMST 402	First Year Seminar or Transfer Seminar	1-2
ENGL 401	First-Year Writing	4
CMN 455	Introduction to Media Studies	4
	Discovery Course	4
	Elective	4
Credits		17-18
Spring		
	Quantitative Reasoning	4
CMN 456	Propaganda and Persuasion	4
	Discovery Course	4
	Elective	4
Credits		16
Second Year		
Fall		
	Foreign Language	4
CMN 457	Introduction to Language and Social Interaction	4
	Major Elective	4
	Discovery Course	4
Credits		16

Spring	
Foreign Language	4
Major Elective	4
Major Elective	4
Discovery Course	4
Credits	16
Third 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
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

communication settings outside the classroom through internships, service learning, field trips, and independent studies.

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