COMMUNICATION, B.S. - ADVERTISING AND PROMOTIONS

The program outline and graduation requirements are listed below. In addition, free electives are selected to reach 120 credits overall required for graduation.

The department website provides an overview of the program, admission requirements (when applicable), faculty biographies, learning outcomes, and careers: https://www.southernct.edu/academics/communication

GENERAL EDUCATION REQUIREMENTS

All bachelor’s degree programs include liberal education (LEP) and writing (W) course requirements. To review more detailed information regarding these requirements, please visit Degree Requirements >> General Education (LEP) Requirements. Courses in the major and/or cognate may also be used to satisfy LEP requirements where noted below (*).

MAJOR REQUIREMENTS (45 Credits)

Core Requirements (18 Credits)
‘C’ or better required
COM 101 - Public Speaking
COM 150 - World of Communication
COM 210 - Human Communication
COM 212 - Visual Communication
COM 350 - Workplace Communication
COM 450 - Communication Capstone

Advertising and Promotions Concentration (27 Credits)
‘C’ or better required
COM 221 - Advertising and Public Relations Theories and Concepts
COM 335 - Advertising Strategy and Planning

Select 9 Credits from:
COM 234 - Copywriting and Creative Concepts
COM 238 - Communication Design
COM 336 - Writing Copy for Integrated Media
COM 338 - Advanced Communication Design
COM 340 - Brand Management

Select 3 credits from:
COM 402 - Social Media Trends in Advertising and Public Relations
COM 472 - Advertising and Public Relations Campaigns
COM 493 - Practicum: Advertising and Promotions
Select 6 credits from:
Any COM course (except COM 135, 228)
JRN 230 - Fundamentals of Public Relations
JRN 330 - Advanced Integrated Public Relations
MKT 321 - Consumer Behavior
REC 363 - Event Management

Select 3 credits from:
COM 493 - Practicum in Advertising and Promotions
COM 494 - Practicum in Intercultural Communication
COM 497 - Communication Field Experience
COM 499 - Independent Study