

# COMMUNICATION STUDIES | BACHELOR OF ARTS: COMMUNICATION (PUBLIC RELATIONS AND ADVERTISING)

Public Relations and Advertising are both about **persuasion**. This emphasis teaches students how to become better persuaders and change agents for our society.

According to the Public Relations Society of America (PRSA), “**public relations** is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” Some of the disciplines and functions within PR include:

## Program Summary

Code	Title	Hours
<b>General Education</b>		<b>34</b>
<b>Bachelor of Arts Language Requirement</b>		<b>10</b>
<b>Required Courses</b>		
Cognate		3
Core		9
Public Relations & Advertising Requirements		33
<b>Open Electives</b> <sup>1</sup>		<b>31</b>
<b>Total Hours</b>		<b>120</b>

<sup>1</sup> Open electives are the credit hours required to reach a minimum of 120 total hours and 45 upper-level hours. The number listed assumes all courses are completed at FHSU as listed. This number may vary if students transfer courses, or have individual substitutions allowed. Students should speak with their advisor if either situation applies to determine if the number will vary, and to ensure they enroll in a minimum of 45 upper-level hours. Students entering within 1 year of high school graduation will take UNIV 101 Freshman Seminar and may apply that hour in the open elective category.

## Program Requirements

### Strategic Communication

(Public Relations and Advertising.)

### General Education

All undergraduate degrees require completion of the Kansas Systemwide General Education (<https://catalog.fhsu.edu/general-education/>).

Courses identified with <sup>GE</sup> on this page may satisfy a general education requirement in addition to the identified degree requirement. Students who apply a degree requirement to satisfy a general education requirement will typically add an equal number of hours to the the university elective category. This flexibility may allow you to complete a minor or certificate within the 120 hour degree. Transfer students and students majoring in programs with approved exceptions ([https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-](https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-exceptions-explainer1.pdf)

[exceptions-explainer1.pdf](https://www.fhsu.edu/general-education/documents/fhsu-gen-ed-transfer-exceptions-explainer1.pdf)) are especially encouraged to select these courses in completing General Education requirements to maximize the likelihood of completing the degree with 120 credit hours.

Code	Title	Hours
<b>General Education</b>		<b>34-35</b>

### BA Language Requirement

All FHSU students pursuing a BA degree are required to take two consecutive non-English language classes. Students taking beginning Spanish or French classes may be able to apply the first class to the Arts and Humanities area of the general education requirement.

Code	Title	Hours
<b>Bachelor of Arts Language Requirement</b>		<b>10</b>

Code	Title	Hours
<b>Cognate</b>		
SOC 376/IDS 350	Diversity in the United States <sup>GE</sup>	3
<b>Public Relations/Advertising Core</b>		
COMM 208	Communication and the Information Society	3
COMM 350	Communication Research Methods	3
COMM 490	Issues & Applications in Communication (Capstone)	3
<b>Public Relations and Advertising Major Requirements</b>		
COMM 128	Media and Society <sup>1</sup>	3
COMM 318	Introduction to Organizational Communication (offered every semester and in the summer)	3
COMM 345	Visual and Creative Design <sup>2</sup>	3
INF 346	Beginning Video Production <sup>3</sup>	3
COMM 348	Intro to Public Relations and Advertising <sup>4</sup>	3
COMM 349	Strategic Writing and Ethics <sup>5</sup>	3
COMM 414	Business and Professional Speaking	3
COMM 606	Conflict Management Through Communication	3
COMM 642	Crisis Communication and Strategies	3
COMM 657	Media Planning and Management <sup>6</sup>	3
COMM 658	Strategic Campaign Design and Analysis <sup>7</sup>	3

<sup>1</sup> Freshmen; is a prerequisite for INF 346 Beginning Video Production.  
<sup>2</sup> Is a prerequisite for COMM 657 Media Planning and Management and COMM 658 Strategic Campaign Design and Analysis.  
<sup>3</sup> Is a prerequisite for COMM 658 Strategic Campaign Design and Analysis.  
<sup>4</sup> Is a prerequisite for COMM 349 Strategic Writing and Ethics.  
<sup>5</sup> Prerequisite: COMM 348 Intro to Public Relations and Advertising.  
<sup>6</sup> Prerequisites: COMM 345 Visual and Creative Design and COMM 348 Intro to Public Relations and Advertising.  
<sup>7</sup> Prerequisites: INF 346 Beginning Video Production and COMM 345 Visual and Creative Design and COMM 349 Strategic Writing and Ethics.

## Degree Requirements

Code	Title	Hours
	<b>Bachelor of Arts Degree Language Requirement</b>	
	Two consecutive semesters of a non-English Language	
	<b>All bachelor degrees require:</b>	
	GPA of 2.0 on FHSU courses & 2.0 on all coursework (Higher program requirements prevail over the 2.0 when set)	
	A minimum of 30 hours earned from FHSU with a grade of D, C, B, or A	
	Successful completion of an upper division Writing and Information Literacy course (Most majors contain a course designated)	
	A minimum of 45 hours of recognized upper division credit	
	A minimum of 120 hours of recognized college credit	