

COMMUNICATION, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN ADVERTISING - LIBERAL STUDIES

Program Learning Outcomes

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Context of the field:** Students will understand the history, concepts, and principles of the field and critically apply these elements to current issues within the discipline.
- **Career readiness:** Students will demonstrate proficiency in message production required for entry-level positions in the field.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.

Related Links

Communication - Advertising, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-advertising/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<http://www.sru.edu/Documents/offices/PRMA/PLC.pdf>)

Curriculum Guide

GPA Requirement

Major GPA: 2.5 or higher
Overall GPA: 2.0 or higher

Summary*

Code	Title	Hours
	Liberal Studies Requirements	45-46
	Other Basic Requirements	0-3
	Computer Competency	0-3
	Major Requirements	54
	Electives	21

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Liberal Studies Requirements

See Liberal Studies Guide for Goal and Enrichment choices

Code	Title	Hours
Goal Course Requirements		
<i>Basic Requirements</i>		
ENGL 102	Critical Writing	3

ENGL 104	Critical Reading	3
COMM 200	Civil Discourse: Theory & Practice	3
<i>The Arts</i>		
Goal (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
<i>Global Community</i>		
Goal - Non-US (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
Goal - Non-US (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
Goal - US (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
<i>Human Institutions/Interpersonal Relationships</i>		
Goal (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
<i>Science, Technology & Math</i>		
Goal - Sci (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
Goal - Sci (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
Lab - Sci (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		0-1
Goal - Math (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
<i>Challenges of the Modern Age</i>		
Goal (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		3
Subtotal		36-37
Enrichment Course Requirements		
Select one course from three of the following Enrichment areas:		9
The Arts (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		
Global Community (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		
Human Institutions/Interpersonal Relationships (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		
Science, Technology & Math (http://catalog.sru.edu/undergraduate/liberal-studies/liberal-studies-guide/)		
Subtotal		9
Total Hours		45-46

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		
Meet required minimum SAT or ACT math score OR		
ACSD 110	Beginning Algebra	0-3
Total Hours		0-3

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		0-3

Major Requirements

- 27 major credits must be taken at SRU or PASSHE
- 27 major credits must be taken at the 300 level or above

Code	Title	Hours
Communication Core		
COMM 110	Communication Concepts ^{1,2}	3
COMM 263	Mass Media and Society ^{1,2}	3
COMM 310	Communication Research Methods ^{1,2}	3
COMM 410	Communication Law ^{1,2}	3
COMM 497	Senior Capstone Seminar ^{1,2}	3
Subtotal		15
Advertising Requirements		
COMM 115	Visual Literacy ¹	3
COMM 228	Principles of Creative Advertising ¹	3
COMM 235	Introduction to Digital Design	3
COMM 256	Message Preparation ³	3
COMM 434	Advertising Production ¹	3
MRKT 333	Consumer Behavior	3
MRKT 334	Advertising Management ¹	3
COMM 453	Media Project Management	3
or COMM 464	Advertising Campaigns Capstone	
Subtotal		24
Electives		
Select four of the following:		12
COMM 120	Introduction to Digital Photography ¹	
COMM 254	Video Production ¹	
COMM 334	Publication Production ¹	
COMM 364	Brand Management ¹	
COMM 401	Digital Imaging ¹	
ART 100	2-D Design ³	
ART 213	Intermediate Studio Graphic Design ³	
ART 313	Advanced Studio Graphic Design ³	
ART 413	Senior Studio Graphic Design ³	
MRKT 333	Consumer Behavior ³	
Internship		
COMM 450	Internship ¹	3
Total Hours		54

¹ Course counts for 50% of Major and Major GPA

² A grade of 'C' or higher must be earned in these courses

³ Does not count in major GPA.

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

COMMUNICATION - BS (2118)

Concentration in Advertising - (ADVR)

This program is effective as of Fall 2019.

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