

# ADVERTISING/PUBLIC RELATIONS, B.A.

**Begin Campus:** Any Penn State Campus

**End Campus:** University Park, World Campus

## Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2020-21 academic year. To access previous years' suggested academic plans, please visit the archive (<https://bulletins.psu.edu/undergraduate/archive/>) to view the appropriate Undergraduate Bulletin edition (*Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin*).

The Advertising and Public Relations options of the Advertising/Public Relations major is under administrative enrollment control. Please review entrance to major requirements found at <https://bulletins.psu.edu/undergraduate/colleges/bellisario-communications/advertising-public-relations-ba/#howtogetintext> (p. ).

## Advertising Option: Advertising/Public Relations, B.A. at University Park Campus and Commonwealth Campuses

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

### First Year

Fall	Credits Spring	Credits
COMM 160*	1 ECON 102*#†	3
ENGL 15 or 30H*#†‡	3 BA Knowledge Domain (IL Cultures)	3
PSYCH 100*†	3 General Education (GN)	3
General Education (GN) (Inter-Domain)	3 General Education (GH) (Inter-Domain)	3
Foreign Language	4 Foreign Language	4
PSU 9	1	
	<b>15</b>	<b>16</b>

### Second Year

Fall	Credits Spring	Credits
General Education (GN)	3 COMM 320* <sup>1</sup>	3
General Education (GA)	3 Other Cultures	3
General Education (GQ)	3 BA Knowledge Domain (US cultures)	3
General Education (GH)	3 BA Knowledge Domain	3
Foreign Language	4 Non-Communications elective	3
	<b>16</b>	<b>15</b>

### Third Year

Fall	Credits Spring	Credits
STAT 200*†	4 COMM 420*	3

COMM 421W*	3 COMM 370, 373, 410, 411, 417, 418, 425, 426, 427, 468, 494, 495, 496, or 499*	3
Elective	3 ENGL 202A, 202B, 202C, or 202D <sup>†</sup>	3
CAS 100A, 100B, or 100C <sup>‡</sup>	3 General Education (GA)	3
Elective	3 Elective	3
	<b>16</b>	<b>15</b>

### Fourth Year

Fall	Credits Spring	Credits
COMM 422*	3 COMM 424*	3
COMM 370, 373, 410, 411, 417, 418, 425, 426, 427, 468, 494, 495, 496, or 499*	3 Any COMM (except COMM 100 or COMM 120)*	3
Elective	3 Elective	3
Elective	3 Elective	3
General Education (GHW)	1.5 General Education (GHW)	1.5
	<b>13.5</b>	<b>13.5</b>

### Total Credits 120

\* Course requires a grade of C or better for the major

‡ Course requires a grade of C or better for General Education

# Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

<sup>1</sup> Students studying at any of the commonwealth campuses that do not offer COMM 320 will take that course 5th semester upon arrival to University Park. In place of COMM 320, students should take STAT 200 in their 4th semester. COMM 421W will then be taken 6th semester and an additional COMM will be taken 5th semester.

### University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of 'C' or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and replace both ENGL 30H and CAS 100. Each course is 3 credits.

### Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World

Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<http://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (<http://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/>).

## Public Relations Option: Advertising/Public Relations, B.A. at University Park Campus and Commonwealth Campuses

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

### First Year

Fall	Credits Spring	Credits
COMM 160*	1 ECON 102*#†	3
ENGL 15 or 30H*#†‡	3 BA Knowledge Domain (IL Cultures)	3
General Education Course (GN) (Inter-Domain)	3 General Education Course (GH) (Inter-Domain)	3
PSYCH 100*†	3 General Education Course (GN)	3
Foreign Language	4 Foreign Language	4
PSU 9	1	
	<b>15</b>	<b>16</b>

### Second Year

Fall	Credits Spring	Credits
General Education Course (GN)	3 COMM 370* <sup>1</sup>	3
General Education Course (GA)	3 BA Knowledge Domain (US cultures)	3
General Education Course (GQ)	3 Other Cultures	3
General Education Course (GH)	3 BA Knowledge Domain	3
Foreign Language	4 Non-Communications Elective	3
	<b>16</b>	<b>15</b>

### Third Year

Fall	Credits Spring	Credits
STAT 200*†	4 COMM 420*	3
COMM 260W*	3 COMM 320, 373, 410, 411, 417, 418, 425, 426, 427, 468, 495, 496, or 499*	3
Elective	3 Elective	3
General Education Course (GA)	3 Elective	3
CAS 100A, 100B, or 100C <sup>‡</sup>	3 Elective	3
	<b>16</b>	<b>15</b>

### Fourth Year

Fall	Credits Spring	Credits
COMM 471*	3 COMM 473*	3
COMM 320, 373, 410, 411, 417, 418, 425, 426, 427, 468, 495, 496, or 499*	3 Any COMM course (except COMM 100 or COMM 120)*	3
Elective	3 ENGL 202A, 202B, 202C, or 202D <sup>‡</sup>	3

Elective	3 Elective	3
General Education Course (GHW)	1.5 General Education Course (GHW)	1.5
	<b>13.5</b>	<b>13.5</b>

### Total Credits 120

\* Course requires a grade of C or better for the major

‡ Course requires a grade of C or better for General Education

# Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

<sup>1</sup> Students studying at any of the commonwealth campuses that do not offer COMM 370, will take that course 5th semester upon arrival to University Park. In place of COMM 370, students should take STAT 200 in their 4th semester.

### University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of 'C' or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and replace both ENGL 30H and CAS 100. Each course is 3 credits.

### Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (<http://bulletins.psu.edu/undergraduate/general-information/academic-information/>) of this Bulletin.

Bachelor of Arts students must take 3 credits in Other Cultures. See your adviser and the full list of courses approved as Other Cultures courses (<http://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-other-cultures/>).