

PROGRAM DESCRIPTION

The Ad/PR program will give you an in-depth understanding of the many diverse opportunities in both fields.

The program focuses on preparing students to become logical and innovative advertising and public relations professionals who also examine the ethical and cultural values in their practice.

Specifically, the students will polish creative ideas and gain a variety of professional skills, including creating AD/PR messages; planning AD/PR media; organizing integrated communications plans; and developing sponsorships and promotional strategies.



CAREER OPPORTUNITIES

People who graduate from the Advertising and Public Relations B.A. program can go on to careers in any area they choose. Here are some examples, but it will all depend on where you want your journey to take you:



- Social media manager
- Account Executive
- Content Creator
- Creative Director
- Editor
- Event Planner
- Promotion manager
- Publicist
- Media Relations Adviser
- Fundraising manager

AREAS

- Crisis Communication
- Sports
- Entertainment
- Community Relations
- Organizational Communication
- Media relations
- Corporate and Social Responsibility
- Public Affairs
- Message Design

REQUIRED COURSES

Lower Division Requirements (12 Units)

- COM 100 Media and Society (3)
- COM 106 Digital Toolkit (2) AND
- COM 107 Digital Toolkit Lab (1)
- COM 110 Introduction to Digital Media Production (2) AND
- COM 111 Introduction to Digital Media Production Lab (1)
- COM 250 Writing for the Media (3)

Upper Division Requirements (15 Units)

- COM 302 Law of the Mass Media (3)
- COM 342 Advertising Strategy and Writing (3)
- COM 350 Culture, Gender, and Strategic Communication (3)
- COM 365 Introduction to Public Relations (3)
- COM 366 Public Relations Writing (2) AND
- COM 367 Public Relations Writing Lab (1)
- COM 400 Media Analysis and Research Methods (3)
- COM 467 Integrated Communications Management (3)

Capstone Requirements (6 Units)

- COM 490 Senior Project in AD/PR (3)
- COM 496 Internship (3)



ADVERTISING AND PUBLIC RELATIONS INFORMATION

Department Office: LIB 5324
Phone: (310) 243-3313

 @csudh_com_dept

DEPARTMENT CHAIR

Dr. Brant Burkey
E: bburkey@csudh.edu

AD/PR PROGRAM COORDINATOR

Dr. Ana de la Serna
E: adelaserna@csudh.edu

DEPARTMENT COORDINATOR

Nancy Perry
E: nperry@csudh.edu

DEPARTMENT ACADEMIC ADVISOR

Penny White
E: plabaun@csudh.edu



**Student Organization:
Public Relations
Student Society of
America (PRSSA)**

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ARTS IN
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DEPARTMENT OF
COMMUNICATIONS