***Twin Cities Campus***

# Strategic Communication: Advertising and Public Relations B.A.

*School of Journalism & Mass Communication*

**College of Liberal Arts**

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2021
- Required credits to graduate with this degree: 120
- Required credits within the major: 37
- Degree: Bachelor of Arts

This Strategic Communication: Advertising and Public Relations major prepares students for careers in advertising, public relations, and corporate, non-profit, political, and health communication fields. Students develop the tools that are essential to public relations and advertising careers and learn to craft messages and campaigns about products, brands, companies, organizations, services, and information across multiple media platforms. Professional strategic communication provides students with skills in writing, media design, strategic messaging, and teamwork that are transferable to a wide range of careers. The major is based on a liberal arts foundation, knowledge of the social context in which the profession is practiced, and the skills and experiences needed to succeed in the marketplace.

## Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

## Admission Requirements

Students must apply to the major. To apply, students must have completed, or be enrolled in, JOUR 1001 and at least 30 graded (A-F) credits, including at least 13 graded credits at the University of Minnesota Twin Cities Campus (students taking CLA 1001 and CLA 1002 may have 28 graded credits). Students must write a statement of intent for the major application. The statement of intent provides a writing sample for the Admissions Committee, addressing information about academic interests, professional goals, and mass communication or related experience, if any. The Admissions Committee is looking for a GPA of 3.0 or higher but will consider a GPA below 3.0 if other application materials demonstrate the applicant has the potential to be successful in the major.

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

**Required prerequisites**

**Preparatory Course**

Take exactly 1 course(s) from the following:

- JOUR 1001 - Media in a Changing World [SOCS, TS] (3.0 cr)
  *or* JOUR 1001H - Media in a Changing World [SOCS, TS] (3.0 cr)

## General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the liberal education requirements.Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

## Program Requirements

Students are required to take 4 semester(s) of any second language.

CLA BA degrees require 18 upper-division (3xxx-level or higher) credits outside the major designator. These credits must be taken in designators different from the major designator and cannot include courses that are cross-listed with the major designator. The major designator for the Strategic Communication BA is JOUR.

At least 24 upper-division credits in the major must be taken at the University of Minnesota Twin Cities campus.

Students may combine the Strategic Communication: Advertising and Public Relations BA with the Digital Media Studies minor, but not with the Mass Communication minor.

Students may earn no more than one undergraduate major in Journalism, Strategic Communication: Advertising and Public Relations, and Mass Communication.

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All incoming CLA freshmen must complete the First-Year Experience course sequence.

All students must complete a capstone in at least one CLA major. The requirements for double majors completing the capstone in a different CLA major will be clearly stated. Students must also complete all major requirements in both majors to allow the additional capstone to be waived. Student completing an addition degree must complete the capstone in each degree area.

**Core Course**
Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:
- JOUR 3004 - Information for Mass Communication (3.0 cr)

*or* JOUR 3004H - Information for Mass Communication (3.0 cr)

**Principles of Strategic Communication**
Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:
- JOUR 3201 - Principles of Strategic Communication (3.0 cr)

**Strategic Communication Campaigns**
Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:
- JOUR 4263 - Strategic Communication Campaigns (3.0 cr)

**Professional Courses**
Students must take at least one 4xxx-5xx course. Professional courses must be chosen in consultation with major advisor.
Take exactly 5 course(s) totaling exactly 15 credit(s) from the following:

**Execution Skills**
Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:
- JOUR 3241W - Advertising Strategy and Creative Development [WI] (3.0 cr)
- JOUR 3279W - Professional Writing for Strategic Communication [WI] (3.0 cr)

Take 3 or more credit(s) from the following:
- JOUR 3102 - Multimedia Production and Storytelling (3.0 cr)
- JOUR 3241W - Advertising Strategy and Creative Development [WI] (3.0 cr)
- JOUR 3279W - Professional Writing for Strategic Communication [WI] (3.0 cr)
- JOUR 3321 - Media Design (3.0 cr)
- JOUR 3790 - Special Topics in Strategic Communication Skills (3.0 cr)
- JOUR 4242 - Advertising Portfolio Development (3.0 cr)
- JOUR 4243 - Digital Content Development and Production for Brand Communications (3.0 cr)
- JOUR 4244 - Crisis Communication (3.0 cr)
- JOUR 4790 - Special Topics in Strategic Communication Skills (3.0 cr)
- JOUR 5174 - Magazine Editing and Production (3.0 cr)

**•Planning Skills**
Take 6 or more credit(s) from the following:
- JOUR 3251 - Strategic Communication Research and Analytics (3.0 cr)
- JOUR 3253 - Strategic Brand Planning (3.0 cr)
- JOUR 3261 - Media Planning (3.0 cr)
- JOUR 3275 - Digital Strategy in Strategic Communication (3.0 cr)
- JOUR 3890 *{Inactive}*(3.0 cr)
- JOUR 4258 - Corporate Social Responsibility Communication (3.0 cr)
- JOUR 4259 - Strategic Communication Case Analysis (3.0 cr)
- JOUR 4262 - Management for Strategic Communication (3.0 cr)
- JOUR 4890 - Special Topics in Strategic Communication Skills - Planning (3.0 cr)

**Context Courses**
Context Courses must be chosen in consultation with major advisor.
Take exactly 9 credit(s) from the following:

**3xxx**
Take no more than 2 course(s) from the following:
- JOUR 3005 - Media Effects [SOCS] (3.0 cr)
- JOUR 3006 - Visual Communication (3.0 cr)
- JOUR 3007 - The Media in American History and Law: Case Studies [HIS] (3.0 cr)
- JOUR 3551 - The Business of Digital Media: Innovation, Disruption, and Adaptation [TS] (3.0 cr)
- JOUR 3552 - Technology, Communication & Global Society [GP] (3.0 cr)
- JOUR 3553 - Mobile Communication [TS] (3.0 cr)
- JOUR 3590 - Special Topics in Mass Communication: Context (3.0 cr)
- JOUR 3614 - History of Media Communication [HIS, TS] (3.0 cr)
- JOUR 3741 - Diversity and Media [DSJ] (3.0 cr)
- JOUR 3745 - Media and Popular Culture [AH, DSJ] (3.0 cr)
- JOUR 3751 - Digital Media and Culture [AH, TS] (3.0 cr)

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- JOUR 3757 - Principles of Health Communication Strategy (3.0 cr)
- JOUR 3771 - Media Ethics [CIV] (3.0 cr)
- JOUR 3775 - Strategic Communication Law [CIV] (3.0 cr)
- JOUR 3776 - Media Law (3.0 cr)
  *or* JOUR 3776H - Media Law (3.0 cr)
- JOUR 3786 - Media and Politics (3.0 cr)
  *or* POL 3786 - Media and Politics (3.0 cr)

**•4xxx-5xxx**

Take 1 or more course(s) from the following:

- JOUR 4251 - Psychology of Advertising (3.0 cr)
- JOUR 4272 - Digital Advertising: Theory and Practice (3.0 cr)
- JOUR 4274W - Advertising in Society [WI] (3.0 cr)
- JOUR 4590 - Special Topics in Mass Communication: Context (3.0 cr)
- JOUR 4721 - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
  *or* JOUR 4721H - Mass Media and U.S. Society [SOCS, DSJ] (3.0 cr)
- JOUR 4733V - Honors Thesis Seminar [WI] (3.0 cr)
- JOUR 4801 - Global Communication (3.0 cr)
- JOUR 5501 - Communication, Public Opinion, and Social Media (3.0 cr)
- JOUR 5541 - Mass Communication and Public Health (3.0 cr)
- JOUR 5542 - Theory-based Health Message Design (3.0 cr)
- JOUR 5552 - Law of Internet Communication (3.0 cr)
- JOUR 5601W - History of Journalism [WI] (3.0 cr)
- JOUR 5606W - Literary Aspects of Journalism [WI] (3.0 cr)
- JOUR 5725 - Management of Media Organizations (3.0 cr)
- JOUR 5777 - Contemporary Problems in Freedom of Speech and Press (3.0 cr)

**Capstone**

The capstone requirement is fulfilled by taking JOUR 4995 after 90 credits have been earned. Students who double major within CLA can choose to complete the capstone requirement in their other major and only have to complete 36 credits within the major.

JOUR 4999 - Capstone (1.0 cr)

**Upper Division Writing Intensive within the major**

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Take 0 - 1 course(s) from the following:

- JOUR 3241W - Advertising Strategy and Creative Development [WI] (3.0 cr)
- JOUR 3279W - Professional Writing for Strategic Communication [WI] (3.0 cr)
- JOUR 4274W - Advertising in Society [WI] (3.0 cr)
- JOUR 5601W - History of Journalism [WI] (3.0 cr)
- JOUR 5606W - Literary Aspects of Journalism [WI] (3.0 cr)

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