



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 2019
- Required credits to graduate with this degree: 120
- Required credits within the major: 37 to 38
- 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.

About two-thirds of the coursework for the BA degree is outside of JOUR. The 120-credit requirement must include at least 72 non-JOUR credits. Total program credits may not exceed 48.

Program Delivery

This program is available:

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

Admission Requirements

Freshman and transfer students are usually admitted to pre-major status before admission to this major

A GPA above 2.0 is preferred for the following:

- 3.00 already admitted to the degree-granting college
- 3.00 transferring from another University of Minnesota college
- 3.00 transferring from outside the University

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 one semester of study (13 credits) at the University of Minnesota - Twin Cities campus. 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.

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.

Students are required to complete 4 semester(s) of any second language. with a grade of C-, or better, or S, or demonstrate proficiency in the language(s) as defined by the department or college.

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 Journalism BA is JOUR.

The 120-credit requirement must include at least 72 non-journalism credits. Total program credits may not exceed 48.

At least 24 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.

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

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 course. Professional courses from the professional journalism track may also be used (prerequisites must be met).

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 6 or more credit(s) from the following:

- JOUR 3102 - Multimedia Production and Storytelling (3.0 cr)
- JOUR 3173W - Magazine & Feature Writing [WI] (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 3451 - TV, Radio and Digital News Reporting (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 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 4259 - Strategic Communication Case Analysis (3.0 cr)
- JOUR 4262 - Management for Strategic Communication (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 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)
- 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)
- JOUR 3993 - Directed Study (1.0 - 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 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 4993H *(Inactive)* (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)
or ENGW 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)
 - JOUR 5993 - Directed Study (1.0 - 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 3173W - Magazine & Feature Writing [WI] (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 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)
or ENGW 5606W - Literary Aspects of Journalism [WI] (3.0 cr)

Program Sub-plans

A sub-plan is not required for this program.

BA/MA Health Communication

The BA/MA in health communication prepares students for health care careers that rely on the strategic use of health information to communicate with patient and non-patient publics, care providers, administrators and other public health stakeholders. Please note that admitted BA/MA health communication students are required to complete the professional strategic communication major in addition to this sub-plan.

The BA/MA in health communication is an accelerated bachelor's-master's degree that is completed over the course of five years. Enrollment in the BA/MA is contingent on acceptance through a formal admissions process in spring of the junior year. Please contact the Hubbard School of Journalism & Mass Communication advisor for more information. The BA/MA is open to Strategic Communication: Advertising and Public Relations majors only. Accepted students in the BA/MA must maintain timely degree progress such that all undergraduate graduation requirements are completed by the end of the fourth year. Accepted students may complete nine credits of graduate coursework in the fourth year before moving to full-time graduate study in the summer after the fourth year.

Admissions criteria include:



- GRE score of 155 or higher in verbal, 155 or higher in quantitative reasoning, and 4.5 or higher in analytical writing
- GPA of 3.5 or higher
- Statement of objectives and a resume that demonstrate motivation and readiness for the program
- Writing sample

Students who are admitted to the BA/MA in health communication must fulfill the BA/MA health communication sub-plan requirements in addition to all degree program requirements for the Strategic Communication: Advertising and Public Relations B.A. Courses used to fulfill the degree program requirements may not be used to fulfill the BA/MA requirements.

Mass Communication and Public Health

Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:

- [JOUR 5541](#) - Mass Communication and Public Health (3.0 cr)

Theory-based Health Message Design

Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:

- [JOUR 5542](#) - Theory-based Health Message Design (3.0 cr)

BA/MA Elective

Take exactly 1 course(s) totaling exactly 3 credit(s) from the following:

- [JOUR 5501](#) - Communication, Public Opinion, and Social Media (3.0 cr)
- [PSY 5205](#) - Applied Social Psychology (3.0 cr)
- [WRIT 4501](#) - Usability and Human Factors in Technical Communication (3.0 cr)