



STOCKTON
UNIVERSITY

SCHOOL OF
ARTS & HUMANITIES



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B.A. – COMMUNICATION STUDIES PUBLIC RELATIONS AND ADVERTISING

PROGRAM COURSES: 40 credits

CORE REQUIRED COURSES for all Communication majors – 20 credits:

COMM 1201	Introduction to Mass Communication	4
COMM 2103	Writing for the Media	4
COMM 3200	Theories of Mass Communication	4
COMM 4601	Communication Senior Seminar	4

Communication Internship – Choose from:

COMM 3916	Telling Stockton's Story	4
COMM 3918	Editing Internship	
COMM 3926	Oral History Internship	
COMM 4901	Communication Internship	
COMM 4902	WLFR Internship	
COMM 4906	Community TV Partnership	

PUBLIC RELATIONS & ADVERTISING

CONCENTRATION: 20 credits

Courses must be taken sequentially:

1. COMM 2301 Introduction to Public Relations (required course)

2. Choose 1 preparatory course (4 credits):

COMM 2307	Quantitative Methods in PR Research
COMM 2405	Introduction to Advertising
COMM 3305	Public Relations Ethics

3. Choose 2 advanced courses (8 credits):

COMM 3302	Advanced Public Relations
COMM 3304	PR and Advertising Design
COMM 3310	Global Public Relations
COMM 3311	PR and Advertising Copywriting
COMM 3315	PR Crisis Communication
COMM 3316	Advertising and PR Law

COGNATES – 24 credits:

Students are required to have **six** cognate courses (24 credits). **At least one cognate course must be taken at the 3000 or 4000 level.** Cognates can come from the following areas.

ACCT, ARTV, COMM, BSNS, ECON, FINA, HOSP/HTMS, INTL, LANG, LITT, MGMT, MKTG, ANTH 3315, GAH 2105, GAH 2160, GAH 2164, GAH 2180, GAH 2339; GAH 2372, GAH 3203, GAH 3213, GAH 3248; GAH 3306; GAH 4303, GEN 2105, GEN 2110, GEN 2153, GEN 2155, GEN 2343, GEN 3146, GEN 3163, GIS 3346, GIS 3348, GIS 3668, GIS 3692, GIS 3748, GIS 4625, GIS 4630, GSS 2152, GSS 2150, GSS 2153, GSS 2173, GSS 2274, GSS 2370, GSS 3111, GSS 3144, GSS 3166, GSS 3168, GSS 3646, GSS 3768, POLS 3235, POLS 3250, POLS 3625, PUBH 2315, PUBH 2450, WASH 3300

4. Choose 1 additional course (4 credits):

COMM 2208	Special Topics in PR & Advertising
COMM 2307	Quantitative Methods in PR Research
COMM 2405	Introduction to Advertising
COMM 2406	Business and Professional Presentation
COMM 3302	Advanced Public Relations
COMM 3304	PR and Advertising Design
COMM 3305	Public Relations Ethics
COMM 3310	Global Public Relations
COMM 3311	PR and Advertising Copywriting
COMM 3315	PR Crisis Communication
COMM 3316	Advertising and PR Law

GENERAL STUDIES REQUIREMENT: 32 credits

25 % of all the courses a student takes at Stockton must be General Studies courses. For all first-year students and transfer students with fewer than 64 credits (B.A. degree), the following courses are required.

General Arts and Humanities (GAH) — 8 credits
General Interdisciplinary (GEN) — 4 credits
General Integration and Synthesis (GIS)* — 4 credits
General Natural Science and Mathematics (GNM) — 8 credits
General Social Science (GSS) — 8 credits

***Must be taken in junior or senior year**

No more than **16** credits in any “G” category may be applied toward the B.A. degree.

A minimum grade of **C** or better is required for all program and cognate courses counted toward the 64 program and cognate credits required for graduation.

AT-SOME-DISTANCE ELECTIVES REQUIREMENT (Courses unrelated to your major): 32 credits

GENERAL EDUCATION OUTCOME REQUIREMENT

These courses are listed as attributes and should be completed within the 128 credits needed to graduate.

Arts (A) Values Ethics (V)
Historical Consciousness (H) International/Multicultural (I)

WRITING REQUIREMENT (4 courses)

All matriculated students must earn a **C** or better in 4 writing-designated courses. Two W1 courses may be transferred.

1 W1 course (any level) 1 W1 or W2 course (any level)
1 W1 or W2 course (any level) 1 W1 or W2 course **3000-level**

W2 and Q2 courses must be taken at Stockton.

QUANTITATIVE REASONING REQUIREMENT (3 courses)

All matriculated students must pass three quantitative-reasoning-designated courses. Two Q1 courses may be transferred.

1 Q1 course (any level) 1 Q1 or Q2 course (any level) 1 Q2 course (any level)

RACE AND/OR RACISM EDUCATION REQUIREMENT (2 courses)

All matriculated students must pass two Race and Racism-designated courses. A minimum grade of **C** is required for the R1 course; a minimum grade of **D** is required for any R2 course taken to fulfill this requirement. At least one of the two required courses must be taken at Stockton.

Reminder: “The student is responsible for ensuring that all graduation requirements are met” (Bulletin). It is important that you consult with your preceptor and/or the Center for Academic Advising on a regular basis.

All Bachelor’s Degree programs require a minimum of 128 credits and a 2.00 cumulative G.P.A.

For more information on the Communication Studies program, please consult the [Academic Bulletin](#).

Course descriptions and prerequisite information may be found in the [Catalog of Courses](#).