

ADVERTISING AND PUBLIC RELATIONS, BA

internship coordinator. Transfer students must complete 100 hours for each year they are on campus.

Students must take a minimum of 72 hours outside of JMC or SC coursework per ACEJMC guidelines.

Code	Title	Credits
Advertising and Public Relations		50
<i>Foundation Courses</i>		
JMC-101	COMMUNICATION TODAY	
JMC-110	PROFESSIONAL WRITING I	
JMC-111	PROFESSIONAL WRITING II	
JMC-245	VIDEO STORYTELLING	
JMC-251	INTRO TO GRAPHIC DESIGN	
JMC-261	PHOTO STORYTELLING	
JMC-300	MEDIA LAW AND ETHICS	
JMC-399	COMMUNICATIONS RESEARCH METH	
JMC-400	ETHICS, EQUITY & EMPATHY IN PRACTICE	
SC-220	DIGITAL CONTENT & ENGAGEMENT	
SC-320	PRINC & PRACT OF PUB RELATIONS	
SC-330	THE ADVERTISING CAMPAIGN	
<i>Electives (take two):</i>		
SC-303	DIGITAL MARKETING	
SC-304	SOCIAL MEDIA STRATEGY & ENGAGEMENT	
SC-340	ADVERTISING COPYWRITING:FINDING YOUR VOICE	
SC-341	MULTIMEDIA COPYWRITING	
SC-420	PUBLIC RELATIONS CAMPAIGNS	
SC-425	CRISIS COMMUNICATION	
SC-430	AAF CASE STUDY	
JMC-205	MEDIA EFFECTS	
JMC-390	SEMIOTICS:SIGNS & SYMBOLS	
<i>Capstone Courses:</i>		
SC-497A	SYNAPSE:SYMPHONIC THINKING IN ACTION	
JMC-499	COMPREHENSIVE EXPERIENCE	
Out of Major Cognate Courses:		9
MKT-301	PRINCIPLES OF MARKETING	
MKT-302	CONSUMER BEHAVIOR	
COM-102	EFFECTIVE SPEAKING & PRESENTATIONS	
Foreign Language ¹		3
General Education Requirements (https://catalog.sbu.edu/undergraduate/degree-requirements/) ²		37
General Electives (enough to reach 120 credits)		21
Total Credits		120

¹ Language must be at the 202 level and may be modern or classical (Latin). Students not prepared to begin at this level will need to take additional courses. Those additional courses will count as general electives.

² The Jandoli School of Communication requires MATH-107 or MATH-135 to satisfy the University's Quantitative Literacy General Education Requirement.

NOTE: Students must complete internship requirements totaling 400 hours either on- or off-campus under the guidance of the Jandoli School