

Program SLOs	Ad, PR, Social Media Core (30 hours) (Major Core + Track Required Courses)										OPTION 1: Public Relations Concentration (18 hours)					OPTION 2: Advertising Concentration (18 hours)			
	SFC 2608 Basic Comm Skills	COM 2713 Writing for Comm Professions	COMM 2203 Comm. Dynamics	COM4301 Applied Comm. Research	COM 3003 Integrated Advertising & Public Relations Concepts	ADV 3216: Advertising Graphics I	COM 3471: Fundamentals of Social Media Comm.	COM 456L Social Media Content Development	COM 4564: Social Media Management	COM 4777: Strategic Communication Campaigns (CAPSTONE)	PUR 3100: Writing for PR	PUR 3404: International PR	PUR400: Crisis PR	PUR 4407: Managing Media Relations	6 Credit hours at 3000 level or above from ADV, COM, FIL, JOU, MMG, PUR, SPC, OR RTY (COM4940: Internship highly recommended by not required)	ADV 3213: Advertising Graphics II	ADV 3101: Creative Strategies and Tactics 1	ADV3300: Advertising Media Strategy & Planning	9 Credit hours at 3000 level or above from ADV, COM, FIL, JOU, MMG, PUR, SPC, OR RTY (COM4940: Internship highly recommended by not required)
Content																			
SLO1: Communication process model	x		x				x						x	x	x				x
Critical Thinking																			
SLO2: Evaluate sources for trustworthiness, import, and utility to their task	x	x	x	x						x					x				x
SLO3: Deliver professional, organized presentations tailored to topic, audience, and occasion	x		x										x		x				x
SLO4: Present written and visual messages clearly and effectively for different audiences		x		x	x	x		x	x	x	x	x	x	x	x	x	x	x	x
Integrity / Values																			
SLO5: Apply field-approp. ethical standards to work & take responsibility for actions/outcomes		x		x	x				x	x	x	x	x	x	x	x	x	x	x

Department Name Communications
Department URL
Approval on May 2, 2023