

Major: Public Relations, Advertising and Applied Communication

Area of Concentration (12 credits)

Students must select or design a 12-credit concentration in a discipline outside the major. The concentration allows students to develop deeper expertise in an area of interest that will supplement and enrich their career aspirations. Several suggested areas are outlined below, but students also may design their own with permission. **NOTE: CARTA courses used toward Specialization Courses as part of the degree may not also be applied to an Area of Concentration.**

Business Communication

COM 3110	Business and Professional Communication	3
SPC 3602	Advanced Public Speaking	3
SPC 4445	Communication for Effective Leadership	3
COM 4462	Conflict Management	3

Communication Arts

COM 4510	Political Communication	3
SPC 3230	Rhetorical Communication	3
SPC 3602	Advanced Public Speaking	3
SPC 3540	Persuasion	3

Social Media and E-Marketing

MAR 3023	Introduction to Marketing – GL	3
MAR 4733	Digital Marketing	3
MAR 4233	Social Media Marketing	3
MAR 4674	Marketing Analytics	3

Marketing

MAR 3023	Introduction to Marketing – GL	3
MAR 4503	Consumer Behavior	3
MAR 4025	Marketing of Small Business Enterprises	3
MAR 4156	International Marketing	3

Hospitality – Event Management

HFT 3741	Planning Meetings and Conventions	3
HFT 3753	Convention and Trade Show Management	3
HFT 4508	Group Business Sales and Services	3
HFT 3754	Exposition and Events Management	3

Hospitality – Travel and Tourism

HFT 3713	International Travel and Tourism – GL	3
HFT 3701	Sustainable Tourism Practices – GL	3
HFT 3733	Tour Production and Distribution	3
HFT 4509	Tourism Destination Marketing	3

Digital Photography

PGY 2800C	Beginning Digital Photography	3
PGY 3822C	Intermediate Digital Photography (<i>Prereq: PGY 2800C</i>)	3
PGY 4611C	Digital Photography and Social Media	3
PGY 4823C	Advanced Digital Photography I (<i>Prereq: PGY 3822C or permission</i>)	3

Graphic Design

GRA 2100C	Introduction to Graphic Design	3
ART 3637C	Digital Media Foundation	3
GRA 3202C	Typography	3
GRA 2151C	Illustration	3

Social Psychology

SOP 3004	Introductory Social Psychology	3
SOP 3015	Social and Personality Development	3
SOP 4414	Attitudes and Social Behavior	3
SOP 4731	Global Psychology: Cross Cultural Perspectives on Psychological Research and Theories – GL	3

Information Technology

CEN 3721	Introduction to Human-Computer Interaction	3
CGS 3767	Computer Operating Systems OR	
CGS 4285	Applied Computer Networking	3
CGS 4854	Web Site Construction and Management	3
CGS 3095	Technology in the Global Arena – GL	3