

COMMUNICATION ARTS MAJOR: ADVERTISING AND PUBLIC RELATIONS OPTION (B.A.)

<https://manchester.unh.edu/program/ba/communication-arts-major-advertising-public-relations-option>

Description

Students in the Advertising and Public Relations option develop knowledge and skills relating to the use of strategic communication practices within a variety of settings such as ad agencies, commercial businesses, and nonprofit organizations. A dynamic mix of historical, social, ethical, organizational, creative, analytical, and experiential perspectives is used to create a strong foundation for professional success and graduate study. Coursework covers topics such as earned and paid media, social media, graphic design, media writing, data analytics, and audience research. Some courses use field trips and guest speakers to keep students up-to-date with current trends. An internship in advertising and public relations is required.

For more information, contact the [UNH Manchester Office of Admissions \(unhm.admissions@unh.edu\)](mailto:unhm.admissions@unh.edu) at (603) 641-4150.

Requirements

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: Yes

All Major, Option and Elective Requirements as indicated.

**Major GPA requirements as indicated.*

Major Requirements

Communication Arts (CA) majors must complete 10 courses (40 credits) and maintain a minimum overall grade point average of 2.0 in the major. Transfer students must complete at least 20 credits in the Communication Arts major at UNH. Communication Arts majors may use up to two CMN and/or CA courses toward both the Communication Arts major and UNH Discovery Program requirements.

Code	Title	Credits
I. Required Core Courses ¹		
CMN 455	Introduction to Media Studies	4
CMN 456	Propaganda and Persuasion	4
CMN 457	Introduction to Language and Social Interaction	4
II. Selected Coursework ²		
Select three courses from area A, two from area B, two from area C below.		28
Total Credits		40

- ¹ Students must earn a "C" or better in each course to satisfy CA degree requirements.
- ² Students must earn a "C-" or better in each course to satisfy CA degree requirements.

Code	Title	Credits
A. Communication Practices		
Select three courses from the following:		12
CA 450	Introduction to Public Speaking	
CA 500	Media Writing	
CA 501	Internship/Communication in the Urban Community	
CA 502	Image and Sound	
CA 507	Relational Violence	
CA 508	Conflict in Relational Communication	
CA 512	Screenwriting	
CA 514	Fundamentals of Video Production	
CA 515	Advanced Video Production	
CA 517	Fundamentals of Audio Prod	
CA 522	Graphic Design I	
CA 523	Graphic Design II	
PSYC 762	Counseling	
Total Credits		12

Code	Title	Credits
B. Communication Practices: Organization, History, and Policy		
Select two courses from the following:		8
CA 527	History of Film	
CA 531	History and Organization of Advertising	
CA 532	Typography I	
CA 536	LGBT Images and Perspectives	
CA 538	Gender	
CA 539	Communicating in Families	
CA 540	Public Relations	
CA 542	Social Media for Organizations and Business	
CA 550	Special Topics in Communication Organization, History, and Policy	
COMP 560	Ethics and the Law in the Digital Age	
ENGL 534	21st Century Journalism: How the News Works	
PHIL 565	Philosophy Through Film	
Total Credits		8

Code	Title	Credits
C. Communication Practices: Theory and Research		
Select two courses from the following:		8
CA 610	Communication Technologies and Culture	
CA 612	Narrative	
CA 615	Film History/Theory and Method	
CA 618	Documentary	
CA 720	Seminar	
CA 795	Independent Study	
Total Credits		8

Advertising and Public Relations Option Requirements

The option in Advertising and Public Relations consists of 24 credits as distributed below. Note that some courses may also be used to fulfill the requirements of the Communication Arts major. Courses applied to the option must be completed with a minimum grade of C- and overall GPA of 2.0. Transfer students must complete a minimum of 12 credits, including the Advertising and Public Relations Internship, at UNH Manchester.

Code	Title	Credits
Advertising and Public Relations Option Requirements		
Select two courses from the following:		8

CA 531	History and Organization of Advertising	
CA 540	Public Relations	
CA 542	Social Media for Organizations and Business	
CA 550	Special Topics in Communication Organization, History, and Policy ¹	
Select two courses from the following:		8
CA 450	Introduction to Public Speaking	
CA 500	Media Writing	
CA 514	Fundamentals of Video Production	
CA 520	Special Topics in Applied Communication	
CA 522	Graphic Design I	
CA 523	Graphic Design II	
CA 532	Typography I	
DATA 557	Introduction to Data Science and Analytics	
Select one course from the following:		4
CA 610	Communication Technologies and Culture	
CA 720	Seminar ¹	
CA 795	Independent Study ¹	
Select one course from the following:		4
CA 501	Internship/Communication in the Urban Community ¹	
UMST 500	Internship ¹	
Total Credits		24

¹ Topic must be related to advertising and public relations, and approved by advisor.

Capstone Requirement

The capstone requirement will be satisfied in a student's senior year by completion of a specific four-credit capstone course at the 600 or 700 levels. Students may not enroll in a capstone course until they have completed all three CA program core courses (CMN 455 Introduction to Media Studies, CMN 456 Propaganda and Persuasion, and CMN 457 Introduction to Language and Social Interaction) and at least one Area A course and one Area B course. Students must also have completed the prerequisites for the particular capstone course they seek to take. Exceptions to this rule must be approved by the student's academic advisor and CA program coordinator. The capstone course can also fulfill an Area C course requirement.

The capstone experience offers seniors an opportunity to synthesize and apply knowledge and skills gained throughout their communication arts major coursework. The capstone course requires students to conduct an original research study, a creative media project, an internship, community-based research, or an advanced service learning project in communication arts under the close supervision of a communication arts faculty member. Students are strongly encouraged to share their capstone projects with the larger UNH community through participation in the Undergraduate Research Conference, a presentation in the Brown Bag lunch series, publication in the UNH undergraduate journal *Inquiry*, or presentation in some other public venue. Students should work closely with their advisors to make sure the capstone requirement has been satisfied.

Courses that satisfy this requirement include, but are not limited to:

Code	Title	Credits
Capstone Courses		
CA 612	Narrative	4
CA 615	Film History/Theory and Method	4
CA 720	Seminar	4
CA 795	Independent Study	4

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH Manchester undergraduate students will develop individual academic plans with their professional advisor during the first year at UNH.

Sample Course Sequence

First Year		
Fall		Credits
UMST 401	First Year Seminar	1-2
or UMST 402	or Transfer Seminar	
ENGL 401	First-Year Writing	4
CMN 455	Introduction to Media Studies	4
Discovery Course		4
Elective		4
Credits		17-18
Spring		
Quantitative Reasoning		4
CMN 456	Propaganda and Persuasion	4
Discovery Course		4
Elective		4
Credits		16
Second Year		
Fall		
Foreign Language		4
CMN 457	Introduction to Language and Social Interaction	4
Major Elective		4
Discovery Course		4
Credits		16
Spring		
Foreign Language		4
Major Elective		4
Major Elective		4
Discovery Course		4
Credits		16
Third Year		
Fall		
Major Elective		4
Discovery Course		4
Elective		4
Elective		4
Credits		16
Spring		
Major Elective		4
Discovery Course		4
Elective		4
Elective		4
Credits		16

Fourth Year**Fall**

Major Elective	4
Discovery Course	4
Elective	4
Elective	4

Credits	16
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Spring

Major Elective	4
Discovery Course	4
Elective	4
Elective	4

Credits	16
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Total Credits	129-130
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Student Learning Outcomes

Program Learning Outcomes

Upon completion of the Communication Arts program, students will be able to:

- Analyze how creativity, artistry, narrative, identity, persuasion, and ethics shape messages and relationships produced within a variety of social, organizational, and industry contexts.
- Demonstrate knowledge and skills that give them expertise and proficiency in areas such as human relations, social media, digital video, audio production, graphic design, writing, and speaking.
- Know the history of communication practices and understand how media technologies and messages have impacted societies, cultures, organizations, and businesses.
- Effectively research and creatively explore communication practices, experiences, and trends using high quality sources of information, multiple modes of inquiry, and multiple presentation formats.
- Identify professional interests or career paths by working with the Internship and Career Planning Office and by engaging with communication settings outside the classroom through internships, service learning, field trips, and independent studies.