

ADVERTISING, PUBLIC RELATIONS, AND MARKETING COMMUNICATIONS - B.S.

Summary

Code	Title	Credits
Major Core Requirements		64-65
Integrative Core Curriculum (ICC) Requirements and Other Electives ¹		56-55
Total Credits		120

* **Total Credits** must include 60 liberal arts credits and 60 credits outside the Park School

¹ This major is approved to fulfill the Integrative Core Curriculum (<https://catalog.ithaca.edu/undergrad/programsaz/integrative-core-curriculum/>) requirement for the Social Science perspective.

Degree Requirements

Code	Title	Credits
Communications Course Requirements		
GCOM 13000	Spark: Igniting your Future in Communications	1
STCM 10300	Introduction to Strategic Communication ¹	3
STCM 11100	Presentation & Graphic Design	3
TVR 12100	Introduction to Mass Media ¹	3
STCM 23200	Public Relations ¹	3
STCM 24100	Advertising ¹	3
STCM 30900	Media Planning	3
TVR 31200	Media Law ¹	4
STCM 33000	Advertising Copywriting and Art Direction	3
STCM 33200	Writing for Public Relations (ICC-WI) ¹	3
Select one of the following:		3-4
STCM 28800	Research and Statistics for Strategic Communication (ICC- QL)	
PSYC 20700	Statistics in Psychology (ICC- QL)	
Select one of the following:		3
STCM 10800	Communication in Organizations	
CMST 11500	Business and Professional Communication	
Select one of the following:		3
STCM 42000	Integrated Marketing Communications Lab	
STCM 44000	Public Relations Lab	
STCM 44100	Ad Lab	
STCM 43000	Brand Design and Communication	
STCM 43400	Communication Management Lab	
Business Course Requirements		
GBUS 20300	Business Law I	2
ACCT 22400	Accounting for the Real World	3

MKTG 31200	Principles of Marketing	3
MKTG 32300	Consumer Behavior	3
MKTG 32500	Sales and Sales Promotion	3
MKTG 49100	Digital Marketing	3
Select one of the following:		3
MKTG 38000	International Marketing	
STCM 36600	Global, Intercultural, and Multicultural Public Relations	
Select one of the following:		3
MKTG 41100	Marketing Analytics	
MKTG 49700	ST: Marketing	
Other Course Requirement		
ECON 12000	Principles of Economics	4
Total Credits		65-66

¹ Liberal arts courses.