

Liberal Arts and Science: Public Relations/Digital Marketing Option PRA.AA

CODE	COURSE	CREDITS	CODE	COURSE	CREDITS
First Year/First Semester			Second Year/First Semester		
ENG-101	English Composition I	3	COM-101	Influence of Mass Media	3
HIS-111	Western Civilization I or HIS-101 World Civilization I	3	COM-104	Introduction to Public Relations	3
COM-145	Intercultural Communications	3	Technology General Education Elective	3
MTH....	Mathematics General Education Elective	3	Laboratory Science General Education Elective ²	4
.....	Social Science General Education Elective	3	Language General Education Elective ¹	3
HPE....	Health & Exercise Science Elective	1			16
		16	Second Semester		
Second Semester			MKT-123	Introduction to Promotion	3
ENG-102	English Composition II	3	COM-103	News Writing & Reporting	3
HIS-112	Western Civilization II or HIS-102 World Civilization II or HIS-103 World Civilization III	3	COM-208	Public Relations: Digital Marketing	3
MTH.....	Mathematics General Education Elective or Science General Education Elective	3/4	SPE-102	Public Speaking	3
.....	Language General Education Elective ¹	3	Humanities General Education Elective (not a History or Language Course)	3
.....	Social Science General Education Elective	3			15
		15/16	Total Minimum Credits		
					62

¹ Students must take six credits of one language. See Course Descriptions for requisites on placement.

² The following laboratory science courses are recommended for non-science majors: BIO-106, BIO-130, BIO-140, CHM-140, PHY-103

PROGRAM DESCRIPTION

This program is designed especially for those students who wish to specialize early or who are already employed in a related occupation.

PROGRAM GOALS

- To provide students with a foundation in general education.
- To ensure transferability of course work to four-year colleges and universities.

PROGRAM STUDENT LEARNING OUTCOMES

At the end of the program, the graduate will be able to:

1. Explain the management of relationships between an organization and various publics.
2. Discuss the history and evolution of public relations in America.
3. Construct messages designed to communicate to a diverse audience.
4. Define communication terminology and apply this to the public relations process.

POST-BACCALAUREATE EMPLOYMENT OPPORTUNITIES

- Advertising
- Corporations (employee, media, government, community, and consumer relations)
- Nonprofit organizations and trade associations
- Independent public relations agencies
- Integrated marketing communications
- Governments

CAMPUS OPPORTUNITIES

Working with student organizations, clubs and some non-profit agencies in the county, students in the public relations course learn how to research, conduct a survey and create PR materials.

TRANSFER OPPORTUNITIES

Students in this program transfer to many institutions including:
Rutgers-Camden University
Rutgers-New Brunswick University
Rowan University
Stockton University

CONTACT PERSON

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Highlights

Students participate in internships at local media operations and businesses.