

Effective for students beginning in the College of Arts and Sciences in the 2007-08 academic year

(Check the University of Hartford Undergraduate Bulletin of the year you matriculated to verify the requirements you must satisfy.)

**School of Communication, Advertising and Public Relations Emphasis:
SUMMARY OF COURSE REQUIREMENTS**

Communication majors must complete the three core courses, one of two writing courses, plus the requirements of their chosen emphasis, plus 6 hours inside the school but outside their chosen emphasis. A grade point of average of at least 2.25 in the major is required.

COURSES REQUIRED BY ALL SCHOOL OF COMMUNICATION MAJORS

CMM 110 Introduction to Communication	_____
CMM 311 Research Methods in Communication	_____
CMM 411 Communication Theory	_____
CMM 250W Fundamentals of Journalism	_____
●OR●	
CMM 253W Writing for the Media	_____

The Advertising and Public Relations emphasis:

CMM 260	Communication and Advertising	_____
CMM 271	Introduction to Public Relations	_____
CMM 360	Advertising Copywriting & Layout	_____
MKT 310	Introduction to Marketing ^{##}	_____

1 Course from among these “Communication Analysis” classes:

CMM 448	Audience Analysis	_____
CMM 371	Public Relations Cases	_____
CMM 310	Political Communication	_____
CMM 346	Media Industries ^{##}	_____
MKT 340	Consumer Behavior ⁺⁺⁺	_____

1 Course from these two “Communication Campaign” classes:

CMM 460	Advertising Communication Tactics
CMM 471	Public Relations Campaigns

Two courses from the School of Communication’s other emphases^{*} _____

(NOTE: Neither CMM 250W nor CMM 253W may be used to satisfy this specific requirement.)

^{##} EC 101 is a prerequisite for this course.

^{*} For purposes of this requirement, the following classes are considered part of the **Human Communication Studies** emphasis: 212, **222**, **225W**, **230**, 251, 310, 325, 335, 340, 343, 366, 412, 422, 428, and **447**. The following classes are considered part of the **Media and Journalism** emphasis: 210, 240, **242**, **244**, 246, **281**, 315, 317, 318, 330, 345, 346, 350W, 353, 354W, 355, 356W, 362, 415, 425, 430, 440, 442, 444, 445, 449, 450, 452, 453, 457, 458, and 481. (Courses listed in **BOLD** are highly recommended for Advertising and PR students.)

⁺⁺⁺ EC 101 and MKT 310 are prerequisites for this course