

# MASS COMMUNICATION: PUBLIC RELATIONS & ADVERTISING (MCPA)

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## **MCPA 2382. Design for PR & Advertising. 3 Hours. [TCCN: COMM 2330]**

This course introduces students to the principles of design applicable to publications created using desktop publishing software and computer technology. Special attention is given to design principles, typography, layout, and production techniques.

## **MCPA 3381. Principles Of Public Relations. 3 Hours.**

This course examines principles of public relations, the problem-solving processes to analyze and resolve major problems, and practical applications of these tactics to real world situations. The traits of leadership, crisis management, and ethics will be explored.

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, MCPA 2382 and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

## **MCPA 3382. Principles of Advertising. 3 Hours.**

This course explores the changes in today's world of advertising communication and the implications of these changes to traditional practice. Industry developments such as social media and the impact of globalization are included, as well as the increased focus on consumers and branding in today's advertising strategies.

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, MCPA 2382, and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

## **MCPA 3383. Writing for PR & Advertising. 3 Hours.**

This course examines the process of communicating to persuade and inform. Students learn the techniques of strategic thinking and practice writing for advertising and promotions, news media, and special audience materials, such as newsletters, brochures, and catalogues. Online communications for internal and external audiences will also be explored.

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, and a score of 80 or higher on Grammar Module) or (9 additional hours of MCOM).

## **MCPA 3385. Advanced Writing for PR & Adv. 3 Hours.**

This course emphasizes the strategic, goal-oriented mission of high-quality media writing. Using a multidisciplinary and multimedia approach, students will learn to write successful and strategically for public relations, advertising, sales, marketing, and business communications formats.

**Prerequisite:** Either (MCPA 3383 and 6 additional hours of MCPA) or (MCOM 1332 and 9 additional hours of MCOM).

## **MCPA 3388. Sales and Marketing. 3 Hours.**

This course provides students with an overview of marketing strategies used by mass media companies. MCPA 3388 examines media marketing, market surveys, advertising, content promotion, and public relations as efforts to create and support customer bases and maintain goodwill. Students have the opportunity to create model marketing strategies. Special attention is paid to industry changes and professional ethics.

**Prerequisite:** MCOM 1332 and either (MCOM 1330, MCOM 2371, and a score of 80 or higher on the Grammar Module) or (9 additional hours of MCOM).

## **MCPA 4381. Social Marketing for PR & Adv. 3 Hours.**

Students critically examine examples of social change initiatives that target deeply-held beliefs and entrenched personal behaviors. Students develop an understanding of social marketing principles, a proven behavior change discipline, and will learn techniques for conducting social marketing campaigns to improve a social good such as individual health, the environment, or the community.

**Prerequisite:** Either (MCPA 3381, MCPA 3382, and MCPA 3383 or instructor approval) or (MCOM 2382 or instructor approval).

## **MCPA 4383. Audience Research & Analysis. 3 Hours.**

This course introduces students to the history and application of research methods, both quantitative and qualitative, that are employed in commercial media markets and academic environments to assess media audiences, media content, and media use. Topics addressed include survey methods, content analysis, experimental research, ethnographic and critical research, research ethics, and statistical analysis. Special attention will be devoted to research in print and electronic media.

**Prerequisite:** Either (MCPA 3383 and 9 additional hours of MCPA or instructor approval) or (MCOM 1332 and 12 additional hours of MCOM).

## **MCPA 4384. Advanced Design for Public Relations & Advertising. 3 Hours.**

This course focuses on higher-level publishing formats and media used in today's persuasive communication environment. This course builds on basic print design and production skills introduced in MCPA 2382.

**Prerequisite:** Either (MCPA 3381, MCPA 3382, and 6 additional hours of MCPA or instructor approval) or (MCOM 2382 or instructor approval).

## **MCPA 4385. Social Media for PR & Adv. 3 Hours.**

Students develop a comprehensive understanding of the social media landscape and its impact on public relations and advertising campaign strategies. Students develop a strategic social media campaign plan to solve specific communication problems for a particular client; topics also include key social media terminology, techniques, design plans and implementation strategies.

**Prerequisite:** Either (MCPA 3381 and MCPA 3383) or (MCOM 3381 or MCOM 3382) or (instructor approval).

**MCPA 4390. Campaigns for PR & Advertising. 3 Hours.**

This course emphasizes integration of theory, research, and communication techniques for implementing and evaluating public relations campaigns. Focus on creative strategies and media planning, target analysis and buying tactics. Students research, develop, and present an integrated communication plan.

**Prerequisite:** Either (MCPA 3381, MCPA 3382, and MCPA 3383 or instructor approval) or (MCOM 3381, MCOM 3383, and MCOM 4383 or instructor approval).