

MASS MEDIA, BA - ADVERTISING AND PUBLIC RELATIONS CONCENTRATION

The Mass Media - Advertising and Public Relations Concentration prepares students to work in a broad range of public and private sector positions requiring the skills of integrated brand promotion. The curriculum offers opportunities for students to pursue the business side of advertising and public relations or explore a customizable creative track. The course sequence includes instruction on professional media writing, principles and techniques of persuasive messaging, digital content strategies, message design as well as hands-on practice with real-world clients in the classroom.

Degree Requirements

In addition to the requirements stated below, students must complete 34-35 hours of General Education (<https://catalog.washburn.edu/undergraduate/programs-degrees-graduation-requirements/general-education-requirements/>), all requirements for a Bachelor of Arts (<https://catalog.washburn.edu/undergraduate/college-arts-sciences/degrees/bachelor-arts/>) degree, and any additional hours needed to reach the minimum 120 credit hours required for graduation. Some of the courses below may also fulfill general education or other degree requirements. Please see your advisor for more information.

A minor (or certificate) is required for all Mass Media Majors. Minors vary in credit hours but most are between 15-18 credit hours. Students with a double major do not have to complete a minor.

Code	Title	Hours
Required Courses Inside Department		
<i>Required Mass Media Core Courses</i>		
MM 100	Introduction to Mass Media	3
MM 199	Professional Media Applications	3
MM 300	Media Law, Ethics & Diversity	3
MM 321	Advanced Professional Media Applications	3
MM 494	Internship ¹	2
MM 499	Career Development & Digital Portfolio	2
MM XXX	Mass Media Upper Division Electives ²	6
<i>Required Concentration Courses ³</i>		
MM 202	Professional Media Writing	3
MM 351	Data Literacy & Audience Research	3
MM 352	Advertising and PR Strategies	3
MM 403	Advanced Professional Media Writing & Production	3
MM 416	Digital and Social Content Strategies	3
MM 432	Advanced Advertising and PR Strategies	3
Required Courses Outside Department		
CN 150	Public Speaking	3
Total Hours		43

¹ Students are encouraged to complete multiple internships. To be eligible for the Internships class, you must have 80 credit hours completed. The internship must be approved and proper paperwork submitted prior to the semester you want to intern.

² Mass Media majors must choose among additional courses offered outside their concentration in the mass media department to satisfy the six (6) hours of Upper Division electives (300 level or higher). Special topics courses will also satisfy the requirement and might include: Iconic Film Directors, Video Game Storytelling, Military and the Media, etc. Check with your advisor for the best fit.

³ MM majors can complete two MM concentrations, but this does not replace the minor requirement