

ADVERTISING & PUBLIC RELATIONS (ADPR)

ADPR 200 Introduction to Integrated Advertising & Public Relations 3 Hours

This course explores the fundamentals of integrated advertising & public relations and how they work together to communicate ideas, promote brands, and connect with audiences. Students will learn about the strategies, tools, and techniques used by industry professionals to build effective advertising and public relations campaigns in today's digital world. **Colonnade/Statewide General Education Code E-SB | SB**
Recent Term(s) Offered: fall 2026

ADPR 230 Digital Tools in Advertising & Public Relations 3 Hours

Provides hands-on practice with the digital tools that advertising and public relations professionals use every day. You'll learn how to research, plan, execute, present, and measure campaigns using real examples, smart strategies, and the latest technology.

Restriction(s): Enrollment is limited to students in User Experience (1747) , Graphic Design (1762) , Digital Advertising (1768) , Sport Media Communication (1790) , Graphic Design (385) , Corp. Organ. Communication (522) , Corp. Organ. Comm-Prep (522P) , Communication (6003) , Advertising (727) , Advertising (Seeking Adm) (727P) , Public Relations (763) , Public Relations (Seeking Adm) (763P) , Communication Studies (792) or Communication Studies-Prep (792P)
Recent Term(s) Offered: fall 2026

ADPR 321 Analytics in Advertising & Public Relations 3 Hours

Introduction to practical application of the platforms, tools, data sources, and distribution channels of analytics in public relations and advertising.

Prerequisite(s): ADPR 200 with a minimum grade of C or PR 255 with a minimum grade of C or AD 240 with a minimum grade of C
Recent Term(s) Offered: fall 2026

ADPR 494 Integrated Advertising & Public Relations Campaigns 3 Hours

This class is an opportunity for students to apply what they have learned in their AD & PR classes by developing and executing a comprehensive campaign for a real-world client or cause. Students engage in research, strategic planning, creative development, and multimedia content production, aligning their work with measurable objectives and ethical standards.

Prerequisite(s): (ADPR 321 with a minimum grade of C or PR 321 with a minimum grade of C or COMM 300 with a minimum grade of C or PS 302 with a minimum grade of C or SOCL 302 with a minimum grade of C) and (ADPR 200 with a minimum grade of C or PR 255 with a minimum grade of C or AD 240 with a minimum grade of C) and (ADPR 230 with a minimum grade of C or AD 230 with a minimum grade of C or PR 356 with a minimum grade of C)
Recent Term(s) Offered: fall 2026