

# PUBLIC COMMUNICATION

## A PROFESSIONAL PROGRAM FOR PUBLIC RELATIONS & ADVERTISING

Approximately one-third of your experience as a Public Communication student at Buffalo State will focus on courses within the major – a 14-course, 42-credit-hour program. Departmental requirements fall into three categories: Communication core, required major courses and Communication electives. Grades below C in major courses must be repeated.

### Communication Core (12 credits, 4 courses)

COM 100 *Media Literacy*

SPC 205 *Introduction to Oral Communication*

COM 210 *Introduction to Media Writing* (ENG/CWP 101 with minimum grade of C is prerequisite)

COM 215 *Introduction to Visual Communication*

Students must maintain a 2.6 major GPA to register for the following courses: COM 301, 302, 303, 304, 308, 312, 319, 322, 325, 328, 329, 336, 337, 338, 390, 400, 401, 405, 418, 428, 429, 431, 432, 433, 434 & 450

### Requirements for Public Communication Majors (21 credits, 7 courses)

COM 301 *Principles of Public Relations & Advertising* (COM 301 required before Internship)

SPC 307 *Group Communication*

COM 308 *Public Relations Writing* (COM 301 is prerequisite) (COM 308 required before Internship)

COM 322 *Communication Graphics*

COM 401 *Communication Research*

COM 418 *Campaigns in Public Relations and Advertising* (COM 308 is prerequisite)

COM 450 *Communication and Society* (to be taken after completion of 30 credits in Communication)

### Communication Electives (9 credits, 3 courses)

Students take 300- and 400-level COM or SPC electives in the Communication Department. These electives may relate to an area of professional interest, such as COM 407 *Organizational Communication* or COM 408 *Public Relations Case Studies*. Or they may relate to other specialties in the department, such as Journalism, Media Production or Communication Studies.

Students can tailor their academic program with options such as COM 495 *Independent Project* or COM 499 *Independent Study*, such as Music Promotion, Creative Advertising Copywriting or Crisis Communication (three actual independent studies and projects done by our students).

Additionally, students with a 2.6 GPA in their major may take COM 488 *Internship*, which is high-level practical work experience at some of Western New York's leading public relations and advertising agencies or public relations departments of companies and nonprofit organizations.

### Liberal Arts Base (78 credits, 26 courses)

As a Bachelor of Arts program, Public Communication is based in the liberal arts. All students take about one-third of their courses in arts, humanities, civilization, and natural, applied and social sciences. Another third is electives in departments other than Communication, allowing students to pursue a minor or second major or to create a concentration of particular interest. The final third is courses in the major.

*The Public Communication major at Buffalo State has been listed among the top programs of its kind. It is the only such major in the SUNY system.*

*Public Communication allows students flexibility to tailor a program based on strategic communication through the disciplines of public relations, advertising and related fields. It meets the needs of students preparing for a career in which research, strategic planning, implementation of creative tactics and evaluation are central, whether to advance an organization, promote a product, or advocate a cause through the effective use of persuasive communication.*

*Unlike other schools that separate the study of public relations and advertising, Buffalo State has focused on the integration of these programs, right from the foundation of the Department.*

*This blending reflects real-world trends in which organizations have merged the functions of public relations, marketing communication, advertising, recruitment, fundraising, lobbying and related endeavors. An emerging discipline, this approach sometimes is called Integrated Communication.*



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Note: Because of the department's commitment to liberal arts education, any COM credits beyond 40 hours will add to the required 120 credit hours needed for graduation. This is consistent with standards of the Accrediting Council on Education in Journalism and Mass Communications requiring a minimum of 80 credit hours in courses outside the major, 65 of these as liberal arts and sciences. The department received provisional ACEJMC accreditation in May 2008.



Revised Fall 2009