

Advertising & Public Relations Program

(Adopted September 2011 / Date of Document: October 4, 2011)

Mission Statement

The Advertising and Public Relations Program BA in Communications provides students with a rigorous, competitive, pre-professional education grounded in the theory and practice of marketing communications and ethical thinking.

An emphasis on market research and analysis, strategic planning, communications, tactics, creative execution and evaluation provide students with a foundation from which they can enter either the public relations/advertising professions in entry-level jobs, or pursue advanced degrees in business, marketing, law, or the social sciences.

Graduates who choose to pursue career routes other than advertising or PR benefit from courses that emphasize critical thinking and analysis, business communications, and presentation skills allowing them to be effective communicators in their chosen profession.

The Ad/PR Program is proudly committed to service learning and civic-minded projects, especially those that relate most directly to CCNY students and their communities. Such integrated learning gives students a greater sense of purpose, reinforcing that advertising and public relations can motivate positive social change.

Learning Outcomes

Student with a B.A. in Ad PR Program will

1. The Ad / PR Industry, Theory & Historical Underpinnings

Lead Courses: MCA 101, MCA 209, MCA 210

- Understand the primary terms, key concepts, history and organization of advertising and public relations professions.
- Understand basic elements of communication theory, including theories on mass media, digitization and information.
- Understand the role of communication in business and enterprise success.

2. Ethics & Law

Lead courses: MCA 101, MCA 209, MCA 210, MCA 350, MCA 362, MCA 360, MCA 375, MCA 376, MCA 401

- Grasp and apply core legal and ethical mandates for advertising and public relations, as they pertain to personal behavior; to business, non-profit and public sector institutions; and client and agency relationships.
- Understand the responsibility of advertising and public relations as brokers of information, ideas, opinion and attitudes within a democratic community and global society.

3. Research and Measurement

Lead courses: MCA 209, MCA 210, MCA 350, MCA 360, MCA 375, MCA 376, MCA 468

- Collect and apply appropriate qualitative & quantitative research in order to analyze, communicate insightfully, and to measure results within the current advertising and public relations marketplace and for campaign evaluation.
- Grasp the basic principles and terminology related to consumer and stakeholder research.

4. Strategy

Lead courses: MCA 209, MCA 210, MCA 350, MCA 363, MCA 375, MCA 376, MCA 468

- Conceive and develop integrated communication plans appropriate to enterprise/client goals, business outcomes and practical considerations.
- Articulate, analyze and apply consumer and stakeholder research findings to the development of an integrated communication strategy.
- Grasp and use appropriate creative and strategic communication skills in ways appropriate to enterprise/client goals, business outcomes and practical considerations.

5. Tactics & Execution

Lead courses: MCA 211, MCA 362, MCA 363, MCA 375, MCA 376, MCA 468, Social Media Elective, Event Planning Elective (MCA 374)

- Grasp and use effective messaging and persuasion techniques in ways appropriate to enterprise/client goals and business outcomes.
- Execute an integrated communication plan appropriate to enterprise/client goals, business outcomes, plan strategy and practical considerations.
- Understand, implement and execute advertising concepts and public relations tactical materials in a variety of traditional and digital media.

6. Professional Skills

Lead courses: MCA 350, MCA 362, MCA 363, MCA, MCA 375, MCA 376, MCA 468, MCA 299, 399, 499 (Internships), Entrepreneurship elective

- Acquire and demonstrate proficient oral and written communication and presentation skills, as for an entry-level to early-management position in advertising and public relations.
- Understand the entrepreneurial and business skills needed to establish a freelance public relations or advertising venture.
- Develop skill to critique, analyze and improve work product-in-development, working either alone or as part of a team.

Learning Outcome Grid

(Outcomes are numbered from 1 to 6 as listed above)

Courses	Learning Outcomes									
	1	2	3	4	5	6				
■ = Requirement ■ = Elective										
MCA 101 Intro to Media Studies	X	X								
MCA 209 Intro to PR	X	X	X	X						
MCA 210 Intro to Advertising	X	X	X	X						
MCA 211 Ad / PR Production					X					
MCA 31111 Entrepreneurship						X				
MCA 31404 Social Media					X					
MCA 350 Corp. Comm.		X	X	X		X				
MCA 360 Market Research		X	X							
MCA 362 PR Writing		X			X	X				
MCA 363 Ad Copywriting				X	X	X				
MCA 375 Ad Management		X	X	X	X	X				
MCA 376 Ad Planning		X	X	X	X	X				
MCA 401 Ethics		X								
MCA 468 Ad / PR Workshop			X	X	X	X				
MCA 299,399,499 Internships		Varies	Varies	Varies	Varies	X				