

MARKETING:

Public Relations Specialization

Associate of Applied Science Degree

AN

Purpose: This curriculum is designed for persons who seek knowledge and employment in the field of marketing with a focus on communications and public relations, and who are interested in learning the practical skills needed to create effective public relations campaigns and media kits, along with how to write and edit a variety of publicity materials for traditional media formats and the Internet.

Graduates may seek careers in business, government, and not-for-profit organizations under titles such as employee relations, public affairs, investor relations, government affairs, media relations, corporate communication, event planning, marketing or product publicity, and consumer services or customer relations. Successful graduates will need to be enthusiastic self-starters, detail oriented, exhibit good computer skills, and able to communicate persuasively with excellent writing and presentation skills.

Transfer Information: Transfer is **not** the primary purpose of an A.A.S. program, but NOVA has articulation agreements that facilitate the transfer of this and other career-oriented programs to selected senior institutions. Students interested in transfer should contact a counselor or their faculty advisor early in their program.

Recommended Preparation: The student should possess a proficiency in high school English and a strong background in basic arithmetic operations.

Two Years		Credits
1st Semester		
BUS	100 Introduction to Business	3
¹ ECO	120 Survey of Economics	3
ENG	111 College Composition I	3
ITE	115 Intro. to Computer Applications & Concepts	3
MTH	151 Math for Liberal Arts I	3
SDV	Elective	<u>1</u>
	Total	16
2nd Semester		
² ENG	112 College Composition II	3
³ ENG	135 Applied Grammar or ENG Elective	3
⁴ ITD	110 Web Page Design I	3
MKT	201 Introduction to Marketing	3
⁵ _____	Social Science Elective	3
⁶ PED	116 Lifetime Fitness & Wellness	<u>1</u>
	Total	16
3rd Semester		
³ ENG	121 Journalism I or ENG Elective	3
⁷ _____	Humanities/Fine Arts Elective	3
MKT	200 Consumers, Marketing & Society	3
MKT	216 Retail Organization or BUS 201 Organizational Behavior	3
MKT	228 Promotion	3
MKT	282 Principles of eCommerce	<u>3</u>
	Total	18
4th Semester		
MKT	215 Sales and Marketing Management	3
MKT	221 Public Relations	3
MKT	283 Social, Ethical & Legal Issues in eComm.	3
MKT	Elective	3
⁶ PED/RPK	Elective	1
⁸ SPD	110 Intro. to Speech Comm.	<u>3</u>
	Total	16

Total for the A.A.S. degree in Marketing, Public Relations Specialization = 66

Students are encouraged to participate in the Cooperative Education Program for special career-related work experience.

¹ Students considering transfer should take ECO 201 or 202.

Continued...

² ENG 116 Writing for Business or ENG 125 may be substituted with the advice of a counselor or faculty advisor.

³ Preferred English Electives are ENG 122 Journalism II, and ELI courses ENG 123 Writing for the World Wide Web, and ENG 205 Technical Editing.

⁴ ITD 110 may be substituted with ENG 123 Writing for the World Wide Web.

⁵ The social science elective may be selected from the social/behavioral sciences courses listed under General Education Electives.

⁶ The PED requirement may be met by one of the following options: PED 116, 2 cr.; PED 116, 1 cr. plus a PED activities course, 1 cr.; or PED 116, 1 cr. plus RPK activities course. PED 116 is offered as both a 1-credit and a 2-credit course.

⁷ Humanities/fine arts elective may be selected from the humanities/fine arts courses listed under General Education Electives.

⁸ SPD 100 or 227 may be substituted.