

What will I be studying?

The Bachelor of Science in Integrated Public Relations and Advertising will prepare students for leadership positions in the quickly evolving fields of public relations, advertising, and integrated marketing communications.

Career Ideas!

Copywriter

Prepare advertisements to promote the sale of a good or service; work with a client to produce written content

Social Media Specialist

Communicate with the public through platforms that allow users to create and share content online.

Public Relations Manager

Direct the creation of materials that will enhance the public image of their employer or client.

**Please note this is not a complete list of careers you can go into with this major.



CIS 3014



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usf.edu/zschool

Contact Us

Public Relations Student Society of America

Advertising Club

SAGO Communications Agency

IPRA in Barcelona Education Abroad

Ad2 Tampa Bay

Florida Public Relations Association

Tampa Bay Chapter of the American Advertising Federation

Get Involved!



Example Four Year Plan

Year 1		
Fall	Spring	Summer
ENC 1101	ENC 1102	
MMC 3602	Core Humanities	
Core Mathematics Course	STA 2122	
Enhanced Gen Ed- Information and Data Literacy	Core Social Science	
Enhanced Gen Ed- Human and Cultural Diversity	Core Natural Science	
Total Hours: 15	Total Hours: 15	Total Hours: 0
Year 2		
Fall	Spring	Summer
ADV 2214 or MMC 2100	MMC 4208	Non-major General Elective
Enhanced Gen Ed-Creative Thinking	ADV 3008	Major Elective
Non-major General Elective	PUR 3000	
Non-major General Elective	Non-major General Elective	
Total Hours: 12	Total Hours: 12	Total Hours: 6
Year 3		
Fall	Spring	Summer
ADV 3101	Major Elective	Major Elective
ADV 3300	Non-Major Upper-Level Elective	Non-major General Elective
PUR 3500	Non-Major Upper-Level Elective	Non-major General Elective
MAR 3023	Major Elective	
Total Hours: 12	Total Hours: 12	Total Hours: 9
Year 4		
Fall	Spring	Total Credits to Graduation
Enhanced Gen Ed- Ethical Reasoning and Civic Engagement	ADV 4800 or PUR 4801 or MMC 4031C	Major Requirements: 48 credit hours
Major Elective	Non-Major Upper-Level Elective	
Non-Major Upper-Level Elective	Non-Major Upper-Level Elective	General Education Requirements: 33 credit hours
Non-Major Upper-Level Elective	Enhanced Gen Ed-High Impact Practice	
Major Elective		Other Degree Requirements: 39 credit hours
Total Hours: 15	Total Hours: 12	Total= 120