

Bachelor's Degree in Communications
with a concentration in Public Relations and Advertising

126 credits

The Bachelor's in Communications with concentration in Public Relations and Advertising prepares students to work in the field of public relations and advertising, both in public and private agencies and / or in their own companies. You can work on developing and executing strategies in these fields.

General Education Courses			
Code	Title	Credit	Pre-Requisite
FYIS 101	Induction Seminar to Distance Education College Life	3	
* SPAN 101-102 or SPAN 103-104 or SPAN 105-106	Introduction to Spanish Language – Basic Level Introduction to Spanish Language – Intermediate Introduction to Spanish Language – Advanced Level	6	SPAN 101 for SPAN 102 SPAN 103 for SPAN 104 SPAN 105 for SPAN 106
* ENGL 101-102 or ENGL 103-104 or ENGL 105-106	Introduction to English Language- Basic Level Introduction to English Language - Intermediate Introduction to English Language - Advanced Level	6	ENGL 101 for ENGL 102 ENGL 103 for ENGL 104 ENGL 105 for ENGL 106
MATH 112	College Algebra	3	
PHIL 201	Introduction to Philosophy	3	
SOSC 101-102	Introduction to Social Science I and II	6	SOSC 101 for SOSC 102
SCIE 111-112	Integrated Science I and II	6	SCIE 111 for SCIE 112
COIS 101	Introduction to Computers	3	
HIST 101	Introduction to the Study of History	3	
SPAN 215	Writing and Composition	3	SPAN 101-102, or SPAN 103-104, or SPAN 105-106
ENGL 212	English Second Year Basic Level	3	ENGL 101-102, or ENGL 103-104 or ENGL 105-106
ENGL 350	Conversational English	3	ENGL 101-102, or ENGL 103-104, or ENGL 105-106 and a 200 level English course
HUMA 101-102	World Cultures I & II	6	HUMA 101 for HUMA 102
	TOTAL	54	
Core Professional Courses			
Code	Title	Credit	Pre-Requisite
STAT 300	Elements of Statistics I	3	MATH 112
GEOG 205	Global Communities and Resources: Critical Perspective	3	SOSC 101, SOSC 102
SOSC 320	Social Research Techniques	3	STAT 300
SOCI 358	Social Problems of Puerto Rico	3	
ECON 207	New World Order Economy	3	SOSC 101, SOSC 102
COMM 205	Communication Theory	3	
COMM 212	Development and Management of Media Enterprises	3	COMM 205
COMM 210	Legal and Ethical Aspects of Communications	3	COMM 205
COMM 325	Introduction to Advertising	3	COMM 205
COMM 320	Introduction to Public Relations	3	COMM 205
COMM 400	T.V. Principles	3	
	TOTAL	33	
Concentration Courses			
Code	Title	Credit	Pre-Requisite
COMM 230	Fundamentals of Journalism	3	COMM 205
COMM 420	Writing for Public Relations	3	COMM 205, COMM 320
COMM 390	Strategic Media Planning	3	COMM 205, COMM 320
COMU 307	Writing for Communication's Media	3	COMM 205
COMM 311	Photojournalism	3	COMM 205
COMM 435	Crisis Communication in Public Relations	3	COMM 230
COMM 380	Principles of Radio	3	COMM 205
COMM 440	Public Relations Campaigns	3	COMM 320
COMM 445	Advertising Campaigns	3	COMM 325
COMM 330	Design and Publishing of Electronic Pages	3	COMM 205
PROD 205	Audiovisual Production I	3	
COMM 455	Integration Seminar	3	24 concentration credits approved
	TOTAL	36	
Free Electives			
Elective		3	
	TOTAL	3	
	TOTAL OF CREDITS	126	

Important notes:

- * Students will be placed according to the results of the Placement Tests or College Board score.
- Sequential subject to change.



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CURRICULAR SEQUENCE

First Year							
First Semester				Second Semester			
Course	Crs	Pre-requisite	Appvd	Course	Crs	Pre-requisite	Apprvd
FYIS 101	3			HUMA 102	3	HUMA 101	
*SPAN 101 or SPAN 103 or SPAN 105	3			ENGL 101 or ENGL 103 or ENGL 105	3		
2nd PT				2nd PT			
HUMA 101	3			COMM 205	3		
SPAN 102 or SPAN 104 or SPAN 106	3	SPAN 101 or SPAN 103 or SPAN 105		ENGL 102 or ENGL 104 or ENGL 106	3	ENGL 101 or ENGL 103 or ENGL 105	
Summer				Total	12		
SOSC 101	3			Total credits for the year: 30			
COMM 210	3	COMM 205					
Total	18						

Second Year							
First Semester				Second Semester			
Course	Crs	Pre-requisite	Appvd	Course	Crs	Pre-requisite	Apprvd
SOSC 102	3	SOSC 101		COMM 230	3	COMM 205	
ENGL 212	3	ENGL 101-102 or ENGL 103-104 or ENGL 105-106		GEOG 205	3	SOSC 101, SOSC 102	
2nd PT				2nd PT			
MATH 112	3			ECON 207	3	SOSC 101, SOSC 102	
SOCI 358	3			SCIE 111	3		
Summer				Total	12		
SCIE 112	3	SCIE 111		Total credits for the year: 30			
COIS 101	3						
Total	18						

Third Year							
First Semester				Second Semester			
Course	Crs	Pre-requisite	Appvd	Course	Crs	Pre-requisite	Apprvd
HIST 101	3			ENGL 350	3	ENGL 101-102, or ENGL 103-104, or ENGL 105-106 and a 200 level English course	
STAT 300	3	MATH 112		COMM 212	3	COMM 205	
2nd PT				2nd PT			
SPAN 215	3	SPAN 101-102, or SPAN 103-104, or SPAN 105-106		PHIL 201	3		
COMM 390	3	COMM 205, COMM 320		COMM 307	3	COMM 205	
Summer				Total	12		
COMM 311	3	COMM 205		Total credits for the year: 30			
SOSC 320	3	STAT 300					
Total	18						

Fourth Year							
First Semester				Second Semester			
Course	Crs	Pre-requisite	Appvd	Course	Crs	Pre-requisite	Apprvd
COMM 320	3	COMM 205		COMM 435	3	COMM 230	
COMM 325	3	COMM 205		PROD 205	3		
2ndo PT				2nd PT			
COMM 420	3	COMM 205, COMM 320		COMM 440	3	COMM 320	
COMM 380	3	COMM 205		COMM 400	3		
Summer				Total	12		
Free Elective	3			Total credits for the year: 30			
COMM 330	3	COMM 205					
Total	18						



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First Semester				Second Semester			
Course	Crs	Pre-requisite	Appvd	Course	Crs	Pre-requisite	Apprvd
COMM 445	3	COMM 325					
COMM 455	3	24 créditos de concentración aprobados					
2nd PT				2nd PT			
				Total credits for the year: 6			
Total	6						