

# Lindenwood University - St. Charles Community College

## ADVERTISING, PUBLIC RELATIONS: CORPORATE COMMUNICATIONS (BA) Transfer Guide

**CORE REQUIREMENTS (33 hours = 11 courses)**

STCCC Course #	St. Charles Community College	LU Course #	Lindenwood University - Belleville
PSY 101	Intro to Psychology	PSY 10000	Principles of Psychology
SPE 101	Oral Communications	COM 11000	Fundamentals of Oral Communication
SPE 102	Public Speaking	COM 11000	Fundamentals of Oral Communication
COM 102	Intro to Mass Communication	COM 13000	Survey of the Professional Media
		COM 15100	Radio Production
COM 260	Video Production for the Media	COM 15400	Video Production
CPM 270	Digital Photo Editing (Adobe Premiere)	COM 20200	Design with Photoshop
		COM 23300	Internet & Web
COM 120	Electronic News Gathering	COM 24200	Basic Reporting
		COM 30200	Seminar in Prof. Practice/Ethics
		COM 30500	Desktop Publishing
		COM 30700	Writing for the Electronic Media
COM 270	Media Literacy	COM 32700	Media Literacy
BUS 115	Intro to Public Relations	COM 32800	Fundamentals of Public Relations
COM 115	Intro to Public Relations	COM 32800	Fundamentals of Public Relations
		COM 33500	Buying and Selling Media
		COM 36000	Media Management
		COM 36300	Creative Advertising Concepts
		COM 40100	Mass Communications Law
		COM 42700	Advertising Campaign Management
		COM 44200	Advertising Copywriting
		COM 46000	Mass Communications Theory

**AN ADDITIONAL THREE CREDIT HOURS ARE ALSO REQUIRED IN ACTIVITY/EXPERIENTIAL COURSEWORK AND MUST BE SELECTED FROM ONE OF THE APPLIED COURSES: (3 hours = 1 course)**

		COM 30101	Applied Mass Comm-Radio
		COM 30101	Applied Mass Comm-Radio
		COM 30102	Applied Mass Comm-Video
		COM 30103	Applied Mass Comm-Public Relations
		COM 30104	Applied Mass Comm-Sports Info
COM 296	Mass Communication Internship	COM 45000	Communications Internship

**Additional hours are required for each emphasis through an approved LU advisor.**

A **Minor in Communication** requires 27 hours of coursework that consists of COM 130, 233, 242, 303, 305, 327 and either COM 151 or Com 154 and 6 hours of Communication Electives from: COM 151, 154, 256, 304, 307, 335, 352, 360 or COM 401.

***For more information contact Brendan Leahy at 618-239-6260 or BLeahy@lindenwood.edu***

Visit Lindenwood University-Belleville at [www.lindenwood.edu/belleville](http://www.lindenwood.edu/belleville) or call 618-239-6260.