The College of Journalism and Mass Communications is a Top 10 Champion celebrating 120 years of teaching. The Advertising & Public Relations program prepares you for a career in a wide variety of communication-related areas. You’ll work closely with real-life clients so that you can experience what it’s like to become a part of one of the fastest growing industries in the world. You can customize your major by focusing on one of five areas of emphasis, including:

- Account services
- Creative/interactive
- Digital Communication
- Public relations
- Sports communication

Each path will build a competitive skills set that includes creative problem-solving, critical thinking, writing, and strategic decision-making.

A FEW PLACES OUR STUDENTS GO:

Our recent graduates have successful careers in some of the leading advertising and public relations agencies, Fortune 500 companies, non-profit organizations, and small businesses across the United States and internationally.

Study with faculty who have significant professional experience and a vast network of industry contacts. Select "Advertising & Public Relations" as your major on the undergraduate application.
College of Journalism and Mass Communications

START HERE. GO ANYWHERE.

ADVERTISING & PUBLIC RELATIONS

39 HOURS IN THE MAJOR: 21 REQUIRED/18 ELECTIVES IN OPTIONAL AREAS OF EMPHASIS

- GRAPHIC & WEB DESIGN
- PHOTOGRAPHY & VIDEOGRAPHY

INTRODUCTION TO ADVERTISING & PUBLIC RELATIONS

- PRINCIPLES OF MASS MEDIA

AREAS OF EMPHASIS

(18 HOURS OF ELECTIVES)

ACCOUNT SERVICES

- Account Planning
- Media Strategy
- Digital Insights & Analytics
- Research
- Brands & Branding
- Media Sales & Promotion
- Jacht Ad Lab
- NSAC

PUBLIC RELATIONS

- Editing & Reporting
- Comm. to Public Audiences
- Crisis Communication
- PR Theory & Strategy
- PR Techniques & Writing
- International PR
- Social Media Theory
- Jacht Ad Lab
- NSAC
- Bateman Competition

CREATIVE / INTERACTIVE

- Copy & Concept
- Design & Layout
- Art Direction
- Creative Concepting
- Interactive Media Design
- Writing for Digital Media
- Portfolio Development
- Jacht Ad Lab
- NSAC

DIGITAL COMMUNICATION

- Digital Insights & Analytics
- Interactive Media Design
- Developing New Media
- Data Visualization
- Media Strategy
- Writing for Digital Media
- Social Media Theory
- Jacht Ad Lab
- NSAC

SPORTS COMMUNICATION

- Intro to Sports Comm. (req.)

Section A (3-9 hrs)

- Sports Writing
- Sports Broadcasting
- Sports Media Relations
- Internship (in Sports)

Section B (0-6 hrs)

- Editing
- Reporting
- Comm. to Public Audiences
- PR Theory & Strategy
- PR Techniques

- Choose at least 12 elective hours to complete an area of emphasis OR mix & match courses
- At least 9 of the 18 elective hours in the major must be selected from 300- and 400-level ADPR courses.

ADVERTISING & PUBLIC RELATIONS CAMPAIGNS

or

STUDENT COMPETITIONS

or

AGENCY PRACTICUM

- MASS MEDIA LAW

- MASS MEDIA AND SOCIETY

UNL is an equal opportunity employer with a comprehensive plan for diversity.