

Degree Offered

Associate in Arts
Integrated Marketing Communications
(IMC)

Curriculum Code: PUBLIC.REL.LA.AA

Program Information

The Public Relations program will complement the Communications, Journalism and TV Production tracks available in the Arts and Humanities division. The Public Relations program will allow students to learn how to develop relationships with diverse publics through a values-driven approach. It will also provide students the opportunity to effectively communicate complex messages through a variety of mediums.

When You Graduate

AA programs are primarily designed for students who plan to transfer as juniors at four-year colleges and universities. Cumberland graduates have obtained bachelor's degrees and beyond from every college in New Jersey and scores of colleges and universities throughout America. Cumberland has transfer agreements with a number of four-year colleges and universities.

As a graduate of a fully accredited community college, your coursework will be received with full credit transfer at most state colleges, public and private universities across the country. The NJ Lampitt bill passed in 2008 by the NJ State legislature assures seamless transfer of credits toward junior standing at NJ state colleges and universities.

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Integrated Marketing Communications (IMC), AA

Program Requirements (60/61 credits) Credits

Year 1, Fall Semester

<input type="checkbox"/> CO 101 Mass Media Influence or PR 105 Intro to Public Relations	3
<input type="checkbox"/> CS 101 Introduction to Microcomputers or CS 110 Technology Literacy	2/3
<input type="checkbox"/> EN 101 English Composition I	3
<input type="checkbox"/> General Education History Elective	3
<input type="checkbox"/> General Education Mathematics Elective	3
	14/15

Year 1, Spring Semester

<input type="checkbox"/> CO 104 Writing for Electronic Media	3
<input type="checkbox"/> EN 102 English Composition II	3
<input type="checkbox"/> SP 203 Effective Speech	3
<input type="checkbox"/> General Education History Elective	3
<input type="checkbox"/> General Education Math or Science Elective	3
	15

Year 2, Fall Semester

<input type="checkbox"/> EN 241 Publication, Layout & Design	3
<input type="checkbox"/> General Education Humanities Elective (Foreign Language Recommended)	3
<input type="checkbox"/> General Education Science Elective	4
<input type="checkbox"/> General Education Social Science Elective	3
<input type="checkbox"/> BU 207 Intro to Marketing or BU 117 Advertising (BESS Classes)	3
	16

Year 2, Spring Semester

<input type="checkbox"/> General Education Diversity Elective	3
<input type="checkbox"/> General Education Humanities Elective	3
<input type="checkbox"/> General Education Literature Elective	3
<input type="checkbox"/> General Education Social Science Elective	3
<input type="checkbox"/> CO 239 Communications Internship	3
	15

Total Credits 60/61

Upon completion of this program, students should be able to:

- Define objectives for a public relations issue.
- Create a public relations campaign to meet specific needs of a project.
- Recognize ethical issues facing professionals in the field of public relations today.
- Locate, retrieve, and critically evaluate information and information sources.