

BACHELOR OF SCIENCE

IPRA

Concentrations in Public Relations or Advertising |
2024-2025 Catalog

WHAT WILL I BE STUDYING?

The Bachelor of Science in Integrated Public Relations and Advertising prepares students for leadership positions in the fields of public relations, advertising, and integrated marketing communications. Students select one of the following concentrations within IPRA:

- [Advertising \(IPAV\)](#)
- [Public Relations \(IPPR\)](#)

ENTRY-LEVEL CAREERS IDEAS!

- Advertising Account Coordinator
- Public Relations Specialist
- Junior Copywriter
- Graphic Designer
- Social Media Coordinator
- Communications Specialist
- Advertising Media Buyer
- Marketing Assistant

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

Major Fact Sheet

CONTACT US



Advising location: BEH 201

Z School location: CIS 3106



masscomadvise@usf.edu



usf.edu/zschool



Scan for IPAV
Curriculum



Scan for IPPR
Curriculum

GET INVOLVED!

- 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

Example of 4 Year Program

YEAR 1		
Fall	Spring	Summer
ENC 1101	ENC 1102	Non-major General Elective
State Core Humanities	MMC 3602	Non-major General Elective
State Core Mathematics Course	Enhanced Gen Ed - Quantitative Reasoning	
State Core Natural Science	State Core Social Science	
Total Hours: 12	Total Hours: 12	Total Hours: 6

YEAR 2		
Fall	Spring	Summer
MMC 2100	ADV 2214	Major Elective or Internship
Enhanced Gen Ed - Creative Thinking	ADV 3008	Non-major General Elective
Core Social Science	PUR 3000	Non-major General Elective
Enhanced Gen Ed – Info and Data Literacy	Non-major General Elective	
Total Hours: 12	Total Hours: 12	Total Hours: 9

YEAR 3		
Fall	Spring	Summer
MMC 3472	MMC 4211	Enhanced Gen Ed - Ethical Reasoning and Civic Engagement
PUR 3500	ADV 3300 (IPAV) OR PUR 4100 (IPPR)	Non-major General Elective
VIC 3001	Non-Major Upper-Level Elective	Non-major General Elective
ADV 3101 (IPAV) OR PUR 3622 (IPPR)	Non-Major Upper-Level Elective	
Total Hours: 12	Total Hours: 12	Total Hours: 9

YEAR 4		
Fall	Spring	Total Credits to Graduation
ADV 4600 (IPAV) OR PUR 4401 (IPPR)	Major Capstone: MMC 4410 OR MMC 4031C	Major Requirements: 48 Credit Hours
MMC 4510	Enhanced Gen Ed - High Impact Practice	
PUR 4203	Non-Major Upper-Level Elective	General Education Requirements: 36 Credit Hours
Non-Major Upper-Level Elective	Major Elective	
		Other Degree Requirements: 36 Credit Hours
Total Hours: 12	Total Hours: 12	Total Hours: 120