

Associate of Science Degree

University Parallel Program

Emphasis: Advertising/Public Relations

PROGRAM DESCRIPTION

The university parallel program in Advertising/Public Relations is designed for individuals who intend to complete the first two years of a baccalaureate degree program at Northeast State and then transfer to a four-year college or university to complete the bachelor's degree with a major in Advertising/Public Relations. The curriculum includes general education and other selected courses typically required in a baccalaureate degree program in Advertising/Public Relations.

PROGRAM TRANSFERABILITY

The university parallel Associate of Science degree program with an emphasis in Advertising/Public Relations is designed for transfer to East Tennessee State University and most other regional colleges and universities which offer a bachelor's degree program in Advertising/Public Relations.

APPLICATION PROCEDURE

A student desiring to pursue an Associate of Science degree in Advertising/Public Relations must:

1. Submit the Northeast State Application for Admission to the Office of Admissions and Records.
2. Indicate University Parallel-Associate of Science degree program in Advertising/ Public Relations as the desired program on the Northeast State application form.
3. See a faculty advisor representing the Advertising/Public Relations program prior to registering for classes.

TYPICAL PROGRAM OF STUDY

Course No.	Course Title	Credit
Fall		
EDUC 1030	College and Lifelong Learning	3
ENGL 1010	English Composition I	3
Humanities/ Fine Arts		
MCOM 1110	Select one approved course	3
MCOM 2070	Media and Social Institutions	3
	Advertising Graphics	3
Spring		
Communication		
	Select one approved course	3
ENGL 1020	English Composition II	3
HIST 2010	Early United States History	3
Mathematics	Select one approved course	3
MCOM 1020	Media Writing	3
MCOM 2604	Broadcast Lab I	1
Fall		
Behavioral/Social Science		
	Select one approved course	3
HIST 2020	Modern United States History	3
Literature	Select one approved course	3
MCOM 2700	Introduction to Public Relations	3
Natural Sciences	Select one approved course	4
Spring		
Behavioral/Social Science		
	Select one approved course	3
Humanities/ Fine Arts		
MCOM 2640	Select one approved course	3
	Radio Television News	3
or		
MCOM 2020	Television Production	3
or		
MCOM 2080	Broadcast Applications	3
or		
MCOM 2030	Audio Production	3
MCOM 2800	Advertising Principles	3
Natural Sciences	Select one approved course	4
Total Credit Hours		63

Additional courses may be required to overcome deficiencies in English, mathematics, and reading.

FOR FURTHER INFORMATION CONTACT:

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Northeast State Community College is part of the Tennessee Board of Regents system, Tennessee's largest higher education system, governing 40 post-secondary educational institutions with over 200 teaching locations. The TBR system includes 13 two-year colleges, 27 colleges of applied technology, and TN eCampus, providing programs to students across the state, country, and world.

Northeast State Community College does not discriminate on the basis of race, color, religion, creed, ethnic or national origin, sex, disability, age status as a protected veteran or any other class protected by Federal or State laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Linda W. Calvert, Vice President for Administration & Grant Development, AffAct@NortheastState.edu, P.O. Box 246, Blountville, TN 37617-0246, 423.323.0222.

Northeast State Community College's policy on nondiscrimination can be found at <https://apps.northeaststate.edu/ie/policymanual/pol.asp?p=254>.

Northeast State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award the associate degree. Questions about the accreditation of Northeast State may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).