



CITY COLLEGE OF NEW YORK
MCA ADVERTISING/PUBLIC RELATIONS PROGRAM
Admission Requirements

Students who want to major in Advertising and Public Relations must apply to be accepted into our program. Students interested in admission for Fall 2012 should apply during the Spring 2012 semester.

Prospective Ad/PR majors should enroll in MCA 101 Introduction to Media Studies, which is now a pre-requisite to be admitted to the program.

STUDENTS MUST MEET THE FOLLOWING REQUIREMENTS TO BE A COMPETITIVE APPLICANT FOR THE AD/PR PROGRAM:

- For Fall 2012 admission, submit the application form and accompanying documents **by Friday, March 9, 2012** (The form is available in Shepard 472 or can be downloaded from our program website).
- Complete MCA 101 Introduction to Media Studies with a B- or better. Students may also take MCA 101 the semester before they plan to enter the major and demonstrate a track record of success during the first 6 weeks if applying to the program for admission in the following semester.
- Students must have a minimum GPA of 2.5. Writing is an essential part of this major. Therefore, it is essential to have a mastery of English grammar and syntax, as well as the ability to organize ideas clearly and logically.
- Students must have completed at least 45 credits by the time they enter the major.
- Include a 250-word statement in your application about your interest in the Ad/PR major and/or profession.

TRANSFER STUDENTS

Transfer students must meet the same criteria as above.

Transfer students who have been accepted to CCNY should meet with an Ad/PR academic advisor before applying to the Ad/PR program. If you've taken courses that you believe are

equivalent to the Ad/PR major requirements, please bring your official college transcript, grade report, and a course description of the related course work to your advising meeting.

Students who have taken a Mass Communications course (MCA 101 equivalent) at another school will need to bring additional writing samples to demonstrate writing proficiency.

APPLICATION PROCESS

Students should apply to the Ad/PR major the semester prior to the one they plan to take major classes.

Include your completed application form, statement of interest, and a copy of your official college transcript (must include grade report/GPA) in a single envelope and mail to:

Ad/PR Program Director
Department of Media & Communication Arts
The City College of New York
160 Convent Avenue, 4th Floor, Shepard 472
New York, NY 10031

Phone: 212-650-7167 (Department Administrator)

THE DEADLINE TO APPLY FOR THE FALL 2012 SEMESTER IS MARCH 9, 2012. STUDENTS WILL BE NOTIFIED OF THEIR ACCEPTANCE BY THE END OF THAT MONTH.

For questions or additional information, please contact us at adpr@ccny.cuny.edu