OUR MISSION:

to prepare highly competent, socially conscious and engaged leaders to shape the future of global advertising and public relations

STUDENTS, you are here to become leaders; to shape the future of advertising and public relations in a socially conscious manner. You are here to do the extraordinary, not just what is expected. The faculty encourages you to be passionate about your work, fluent in your discipline and engaged as learners.

We are your partners in these endeavors.

APR

THE UNIVERSITY OF ALABAMA
ADVERTISING + PUBLIC RELATIONS

http://apr.ua.edu • Twitter: @BamaAPR • Facebook: AlabamaAPR

ethics  engagement  practicality
leadership  global savvy
knowledge  communication  dynamism
creativity  professionalism
PUBLIC RELATIONS MAJOR: 
GENERALIST PATH
SUGGESTED COURSE PLAN
*120 SEMESTER HOURS NEEDED FOR GRADUATION

**Freshman Year**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 260 Design Applications</td>
<td>1</td>
</tr>
<tr>
<td>JCM 103 Mechanics of Writing</td>
<td>1</td>
</tr>
<tr>
<td>MC 101 Introduction to Mass Comm. (SB)</td>
<td>3</td>
</tr>
<tr>
<td>EN 101 Freshman Composition I (FC)</td>
<td>3</td>
</tr>
<tr>
<td>History (HI)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td>APR 231 Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>EN 102 Freshman Composition II (FC)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 110 or higher or equivalent (MA)</td>
<td>3</td>
</tr>
<tr>
<td>History (HI) or social/behavioral science (SB)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

**Sophomore Year**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 271 Strategic Thinking (PR)</td>
<td>3</td>
</tr>
<tr>
<td>APR 280 Investigation and Insights</td>
<td>3</td>
</tr>
<tr>
<td>(SB) course (EC 110 recommended)</td>
<td>3</td>
</tr>
<tr>
<td>First literature (L)</td>
<td>3</td>
</tr>
<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3–4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15–16</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JCM 303 Reporting</td>
<td>3</td>
</tr>
<tr>
<td>APR 300 Principles of Design</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Second literature (L)</td>
<td>3</td>
</tr>
<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3–4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15–16</strong></td>
</tr>
</tbody>
</table>

---

You must have an overall GPA of 2.0 or better and “C-“ or better in all prerequisite courses BEFORE you may take 300- or 400-level College of Communication and Information Sciences (APR, COM, JCM and MC) courses.

**Junior Year**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 332 Public Relations Writing (W)</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 Public Speaking (HU)</td>
<td>3</td>
</tr>
<tr>
<td>Fine arts (FA)</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Natural science with lab (N)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 400-level*</td>
<td>3</td>
</tr>
<tr>
<td>MC 401 Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Natural science with lab (N)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

**Senior Year**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 400-level*</td>
<td>3</td>
</tr>
<tr>
<td>APR 400-level*</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 433 PR Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>Minor or elective</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

*Choose a total of nine hours from APR 415 (W), APR 419, APR 423 (W), APR 425, APR 426, or APR 427. Students are admitted by application and instructor’s permission to APR 415.
# Public Relations Major: Generalist Path

## Phase One

All courses in Phase One must be taken before Phase Two.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 231 Intro. to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>APR 260 Software Applications I</td>
<td>1</td>
</tr>
</tbody>
</table>

## Phase Two

All courses in Phase Two must be taken before Phase Three.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 271 Strategic Thinking (PR)</td>
<td>3</td>
</tr>
<tr>
<td>APR 300 Basic Principles of Design</td>
<td>3</td>
</tr>
<tr>
<td>APR 280 Investigation and Insights</td>
<td>3</td>
</tr>
</tbody>
</table>

## Phase Three

APR 332 is a prerequisite for all APR courses in Phase Four.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 332 Public Relations Writing</td>
<td>3</td>
</tr>
</tbody>
</table>

*Public Relations Generalist*

After completing APR 332, students who wish to pursue a general major in public relations will choose three courses from the options listed below in Phase Four.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 415 Online Magazine Writing</td>
<td>3</td>
</tr>
<tr>
<td>APR 425 Crisis + Emergency Management</td>
<td>3</td>
</tr>
<tr>
<td>APR 419 PR Concepting + Implementation</td>
<td>3</td>
</tr>
<tr>
<td>APR 426 International Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>APR 423 Management</td>
<td>3</td>
</tr>
<tr>
<td>APR 427 Public Relations Leadership</td>
<td>3</td>
</tr>
</tbody>
</table>

## Additional Requirement:

(Prerequisite: 61 credit hours):

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 401 Mass Media Law</td>
<td>3</td>
</tr>
</tbody>
</table>

## Phase Four

Select the course that most interests you and/or relates to the type of PR career you wish to pursue.

All courses in Phase Four must be taken before Phase Five.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
</table>

## Phase Five

All courses in the PR major are prerequisites to APR 433.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 433 Public Relations Campaigns</td>
<td>3</td>
</tr>
</tbody>
</table>

*Students are admitted by application to this course.*
# PUBLIC RELATIONS MAJOR: GENERALIST PATH

## CORE

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman Composition</td>
<td>6</td>
</tr>
<tr>
<td>EN 101</td>
<td>3</td>
</tr>
<tr>
<td>EN 102</td>
<td>3</td>
</tr>
<tr>
<td>Humanities and Fine Arts</td>
<td>12</td>
</tr>
<tr>
<td>FA</td>
<td>3</td>
</tr>
<tr>
<td>EN literature course</td>
<td>3</td>
</tr>
<tr>
<td>EN literature course</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 (at least &quot;C-&quot; required)</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science and Math</td>
<td>11</td>
</tr>
<tr>
<td>NS</td>
<td>3 / 4</td>
</tr>
<tr>
<td>- NS lab</td>
<td>1 / 0</td>
</tr>
<tr>
<td>NS</td>
<td>3 / 4</td>
</tr>
<tr>
<td>- NS lab</td>
<td>1 / 0</td>
</tr>
<tr>
<td>MATH (MATH 110, 112 or higher; at least 3</td>
<td></td>
</tr>
</tbody>
</table>

## MAJOR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major courses require a C- or above.</td>
<td></td>
</tr>
<tr>
<td>MC 101</td>
<td>3</td>
</tr>
<tr>
<td>JCM 103</td>
<td>1</td>
</tr>
<tr>
<td>APR 260</td>
<td>1</td>
</tr>
<tr>
<td>APR 231</td>
<td>3</td>
</tr>
<tr>
<td>APR 271</td>
<td>3</td>
</tr>
<tr>
<td>APR 280</td>
<td>3</td>
</tr>
<tr>
<td>APR 300</td>
<td>3</td>
</tr>
<tr>
<td>JCM 303 (W)</td>
<td>3</td>
</tr>
<tr>
<td>APR 332 (W)</td>
<td>3</td>
</tr>
<tr>
<td>MC 401</td>
<td>3</td>
</tr>
<tr>
<td>Choose three: APR 415 (W), 419, 423 (W),</td>
<td></td>
</tr>
<tr>
<td>425, 426, 427</td>
<td>9</td>
</tr>
<tr>
<td>APR 433**</td>
<td>3</td>
</tr>
<tr>
<td>**Offered only in the fall and spring sem</td>
<td></td>
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</tbody>
</table>

## MINOR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINOR REQUIREMENTS</td>
<td>18–27</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## SECOND MAJOR/MINOR

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ELECTIVES

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Note:** At least 72 hours are required outside of APR, JCM and MC.

**Note:** For students in catalogs prior to 2013-14, 65 hours are required in liberal arts, including College of Arts & Sciences courses, COM in C&IS, and EC in C&BA; plus core courses as designated by the University.

**Note:** At least one minor is required. The student may opt to complete a second major instead of a minor. A second minor is also optional.
# Public Relations Major: Specialist Path

<table>
<thead>
<tr>
<th>Phase One</th>
<th>Phase Two</th>
<th>Phase Three</th>
<th>Phase Four</th>
<th>Phase Five</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All courses in Phase One must be taken before Phase Two.</strong>&lt;br&gt;APR 231 (3) Intro. to Public Relations&lt;br&gt;APR 260 (1) Software Applications I&lt;br&gt;MC 101 (3) Intro. to Mass Communication&lt;br&gt;JCM 103 (1) Mechanics of Media Writing</td>
<td><strong>All courses in Phase Two must be taken before Phase Three.</strong>&lt;br&gt;APR 271 (3) Strategic Thinking (PR)&lt;br&gt;APR 300 (3) Basic Principles of Design&lt;br&gt;APR 280 (3) Investigation and Insights</td>
<td><strong>APR 332 is a prerequisite for all APR courses in Phase Four.</strong>&lt;br&gt;APR 332 (3) W Public Relations Writing</td>
<td><strong>Choose one (3 credit hours):</strong>&lt;br&gt;APR 415 (3) W Online Magazine Writing&lt;br&gt;APR 419 (3) PR Concepting + Implementation&lt;br&gt;APR 423 (3) W Management&lt;br&gt;APR 425 (3) Crisis + Emergency Management&lt;br&gt;APR 426 (3) International Public Relations&lt;br&gt;APR 427 (3) Public Relations Leadership&lt;br&gt;<strong>Choose a specialization (6 credit hrs.):</strong> Each specialization is explained in detail on the following pages.&lt;br&gt;<strong>Technological and Digital Communication Management</strong>&lt;br&gt;<strong>Nonprofit Communication Management</strong>&lt;br&gt;<strong>Sport and Entertainment Communication Management</strong></td>
<td><strong>APR 433 (3) Public Relations Campaigns</strong>&lt;br&gt;This experiential learning course affords students the opportunity to plan, execute and present a complete public relations campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.</td>
</tr>
</tbody>
</table>

*Formerly known as JN 150.<br>Formerly known as JN 311.<br>* Not typically offered in the summer.<br>APR 332 is a prerequisite for all APR courses in Phase Four.<br>(Prerequisite: 61 credit hours): MC 401 (3) Mass Media Law.
## PUBLIC RELATIONS MAJOR: SPECIALIST PATH
### SUGGESTED COURSE PLAN

*120 SEMESTER HOURS NEEDED FOR GRADUATION*

### Freshman Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 260 Design Applications</td>
<td>1</td>
</tr>
<tr>
<td>JCM 103 Mechanics of Writing</td>
<td>1</td>
</tr>
<tr>
<td>MC 101 Introduction to Mass Comm. (SB)</td>
<td>3</td>
</tr>
<tr>
<td>EN 101 Freshman Composition I (FC)</td>
<td>3</td>
</tr>
<tr>
<td>History (HI)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
</tr>
</tbody>
</table>

### Sophomore Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 271 Strategic Thinking (PR)</td>
<td>3</td>
</tr>
<tr>
<td>APR 280 Investigation and Insights</td>
<td>3</td>
</tr>
<tr>
<td>(SB) course (EC 110 recommended)</td>
<td>3</td>
</tr>
<tr>
<td>First literature (L)</td>
<td>3</td>
</tr>
<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3–4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15–16</strong></td>
</tr>
</tbody>
</table>

### Junior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 332 Public Relations Writing (W)</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 Public Speaking (HU)</td>
<td>3</td>
</tr>
<tr>
<td>Fine arts (FA)</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Natural science with lab (N)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
</tr>
</tbody>
</table>

### Senior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR specialization depth course</td>
<td>3</td>
</tr>
<tr>
<td>APR 400-level</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

### Notes:
1. Choose the appropriate MC 495 course for your PR specialization: MC 495 Nonprofit Communications, MC 495 Tech and Digital Communication, or MC 495 Sports and Entertainment Marketing and Promotion.
2. Choose a depth course in your specialization. You can find a list of depth courses in the PR major with a specialization packet, available from the A+PR department in 412 Phifer or online at apr.ua.edu.
3. Choose one class from APR 415 (W), APR 419, APR 423 (W), APR 425, APR 426, or APR 427. Students are admitted by application and instructor’s permission to APR 415.

---

*You must have an overall GPA of 2.0 or better and “C-” or better in all prerequisite courses BEFORE you may take 300- or 400-level College of Communication and Information Sciences (APR, COM, JCM and MC) courses.*
PUBLIC RELATIONS MAJOR:
SPECIALIST PATH

Must be taken before APR 433

SPECIALIZATION COURSE:

APR 428 (3)
Nonprofit Communications

CHOOSE ONE (3 CREDIT HOURS):

APR 415 (3) W
Online Magazine Writing

APR 425 (3)
Crisis + Emergency Management

APR 419 (3)
PR Concepting + Implementation

APR 426 (3)
International Public Relations

APR 423 (3) W
Management

APR 427 (3)
Public Relations Leadership

# Students are admitted by application to this course.

CHOOSE A DEPTH COURSE:

HES 450 - Volunteerism and Civic Responsibility
Student must ensure 3 hours of enrollment.

PSC 321 - Special Topics: American Public Policy

PSC 365 - Intro to Environmental Policy

PSC 464 - The Politics of Health Policy
Prerequisite: TH 120 or TH 220

MC 495 - Arts Venue Management & Marketing

TH 470 - Theatre Management
Prerequisite: TH 120 or TH 220

NOTE ON DEPTH COURSES:
ALL depth courses are subject to availability and may not be taught every semester.
SPORT + ENTERTAINMENT
COMMUNICATION MANAGEMENT

PUBLIC RELATIONS MAJOR:
SPECIALIST PATH

SPECIALIZATION COURSE:

APR 429 (3)
Sport + Entertainment Mktg. and Promotion

CHOOSE ONE (3 CREDIT HOURS):

APR 415 (3) W
Online Magazine Writing

APR 425 (3)
Crisis + Emergency Management

APR 419 (3)
PR Concepting + Implementation

APR 426 (3)
International Public Relations

APR 423 (3) W
Management

APR 427 (3)
Public Relations Leadership

Students are admitted by application to this course.

CHOOSE A DEPTH COURSE:

CSM 381 - Consumer Marketing Management

MC 495 - Arts Venue Management & Marketing

MC 495 - Sports Information

MC 495 - Sports, News and Society

MUS 315 - Music MGT Activity
Student must combine with 1 hour of APR 100.

TH 470 - Theatre Management
Prerequisite: TH 120 or TH 220

NOTE ON DEPTH COURSES:
ALL depth courses are subject to availability and may not be taught every semester.
**SPECIALIZATION COURSE:**

**APR 430 (3)**
Tech + Digital Communication

**CHOOSE ONE (3 CREDIT HOURS):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 415 (3)</td>
<td>Online Magazine Writing</td>
</tr>
<tr>
<td>APR 425 (3)</td>
<td>Crisis + Emergency Management</td>
</tr>
<tr>
<td>APR 419 (3)</td>
<td>PR Concepting + Implementation</td>
</tr>
<tr>
<td>APR 426 (3)</td>
<td>International Public Relations</td>
</tr>
<tr>
<td>APR 423 (3)</td>
<td>Management</td>
</tr>
<tr>
<td>APR 427 (3)</td>
<td>Public Relations Leadership</td>
</tr>
</tbody>
</table>

* Students are admitted by application to this course.

**CHOOSE A DEPTH COURSE:**

- **MC 495 - Social Media or APR 325 - Digital and Social Media**
  Must submit permit request for APR 325: cis.ua.edu/current-students/course-override

- **CSM 440 - Maximizing Use of Social Media Marketing**

- **CSM 447 - Digital Tools**
  Prerequisite: CSM 101 or CS 102

- **MC 495 - Digital Multimedia Production**

- **MC 495 - Twitch - Content Marketing Communications**

**NOTE ON DEPTH COURSES:**
All depth courses are subject to availability and may not be taught every semester.
**2018-19 MINORS FOR A+PR MAJORS**

*This list is not comprehensive. Always see your minor advisor for guidance in course selection.*

<table>
<thead>
<tr>
<th>Minor Name</th>
<th>Required Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>American Studies (21 Hours):</strong></td>
<td>AMS 150, AMS 151, 3 hours from one of the following: AMS 203, 204, 205, or 206; AMS 231; AMS 400-level (except AMS 400); 6 hours of AMS electives, 3 of which must be at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Anthropology (18 hours):</strong></td>
<td>6 hours from the following: ANT 100, 102, 107, 210, 270; 12 hours of ANT courses, 6 of which must be at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Art (studio) (21 hours):</strong></td>
<td>6 hours from the following: ART 110, 130, 131 and 210; 12 hours in ART electives, 6 of which must be at the 300/400 level; and 3 hours in an ARH 300/400 level.</td>
</tr>
<tr>
<td><strong>Art History (21 hours):</strong></td>
<td>6 hours from the following: ARH 252, 253, or 254; 12 hours in ARH electives, 6 of which must be at the 300/400 level; and 3 hours in an ART elective.</td>
</tr>
<tr>
<td><strong>Communication Studies (18 hours):</strong></td>
<td>COM 100 or 101; 15 hours in COM electives, 6 of which need to be at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Computing Technology and Applications (18 hours):</strong></td>
<td>CS 102; 6 hours from one of the following course pairs: CS 202/205, CS 285/385, CS 302/305, CS 340/345; and 9 hours of additional coursework, commonly chosen from the following: CS 202, 205, 285, 302, 305, 340, 345, 385, and 391.</td>
</tr>
<tr>
<td><strong>Consumer Sciences (18 hours):</strong></td>
<td>CSM 201, CSM 204, CSM 303 or 381, and 9 hours of CSM electives.</td>
</tr>
<tr>
<td><strong>Creative Writing (18 hours):</strong></td>
<td>EN 200; 9 hours in three of the following: EN 301, EN 303, EN 305, and [EN 307 or EN 313 or ENT 317] and 9 hours in EN 408 (with different topics).</td>
</tr>
<tr>
<td><strong>Criminal Justice (18 hours):</strong></td>
<td>CJ 100, 6 hours in CJ electives at the 300/400 level, and 9 hours of CJ electives.</td>
</tr>
<tr>
<td><strong>English (21 hours):</strong></td>
<td>9 hours in 200-level lit courses: EN 200, 201, 205 (or 215), 206 (or 216), 207, 208, 209 (or 219), 210 (or 220), 249, and 250; and 12 hours from EN electives at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Entrepreneurship (19 hours; minimum of 2.5 overall GPA):</strong></td>
<td>EC 110, AC 210, MGT 300, MGT 386, MGT 387, and one of the following: MGT 388, 481, 482, 484, 486, or a C&amp;BA advisor-approved course.</td>
</tr>
<tr>
<td><strong>Food and Nutrition (18 hours):</strong></td>
<td>NHM 101, NHM 201, and 12 hours of NHM electives, 9 of which must be at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Foreign Language:</strong></td>
<td>Chinese (18 hours), French (18 hours), German (22 hours), Greek (21 hours), Italian (20 hours), Japanese (21 hours), Latin (27 hours), Russian (20 hours), Spanish (25-29 hours). Most of these minors also have lower-level prerequisites/ancillary courses required. See catalog.ua.edu for specific requirements.</td>
</tr>
<tr>
<td><strong>General Business (19 hours; minimum of 2.0 overall GPA):</strong></td>
<td>AC 210, EC 110, ST 260, and 9 hours from the following (6 of which must be at the 300/400 level): LGS 200, MIS 200, FI 302, MGT 300, MKT 300, OM 300.</td>
</tr>
<tr>
<td><strong>Human Development and Family Studies (18 hours):</strong></td>
<td>HD 202, HD 205, HD 302, HD 382, HD 462, and 3 hours of HD elective at the 300/400 level.</td>
</tr>
<tr>
<td><strong>History (21 hours):</strong></td>
<td>6 hours in introductory courses: HY 101, 102, 103, 104, 105, 106, 107, 108, 111, 112, 113, 114, 115, 116, 117, 118; 15 hours of HY electives, 9 of which need to be at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Interdisciplinary Environmental Studies (17-18 hours):</strong></td>
<td>4 hours from one of the following: NEW 215, 230, or 243; and 13-14 hours of electives (see catalog.ua.edu for a course list).</td>
</tr>
<tr>
<td><strong>International Studies (18 hours):</strong></td>
<td>6 hours from the following courses: ANT 102, EC 111, GY 105, HY 102 (or 106), and PSC 204; and a 12-hour field requirement in either international relations, international business, or peace and conflict studies, 6 of the hours must be taken at the 300/400 level. (see catalog.ua.edu for field requirement course lists)</td>
</tr>
<tr>
<td><strong>Management (22 hours; minimum of 2.5 overall GPA):</strong></td>
<td>AC 210 (EC 110 is a prerequisite), MGT 300, MGT 301, MGT 320, MGT 386, and 6 hours from the following: IBA 351, MGT 341, MGT 420, MGT 421.</td>
</tr>
<tr>
<td><strong>Music (25 hours):</strong></td>
<td>MUS 115, MUS 117, MUS 121 or 250, and MUA 010 (four semesters), 6 hours of 300/400 level MUS electives, 4 hours of MUS applied 100 level (four semesters), and 4 hours of MUA ensembles (four semesters).</td>
</tr>
<tr>
<td><strong>Philosophy (18 hours):</strong></td>
<td>18 hours of PHL electives, 6 of which need to be at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Political Science (21 hours):</strong></td>
<td>PSC 101, 3 hours in one of the following: PSC 202, 203, 204, 205, or 206, 6 hours in 300/400 level PSC electives, and 9 hours must be taken from at least three subfields (see catalog.ua.edu for subfields).</td>
</tr>
<tr>
<td><strong>Psychology (18 hours):</strong></td>
<td>PY 101, 15 hours of PY electives, with at least 6 of those hours at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Public Policy (18-24 hours):</strong></td>
<td>PSC 103 or 370, 3 hours from the following: PSC 101, 211, 312, 361, 443; 3 hours in one of the following: EC 110 or EC 308; 3 hours in research methods or data analysis, and 6-9 hours in public policy courses, and an optional 6-3 hours independent study (approved by minor advisor). See catalog.ua.edu for a course list.</td>
</tr>
<tr>
<td><strong>Religious Studies (21 hours):</strong></td>
<td>REL 100 or 105, REL 102, 9 hours from a religion track, and 6 hours of REL electives. (see catalog.ua.edu for tracks)</td>
</tr>
<tr>
<td><strong>Sociology (18 hours):</strong></td>
<td>SOC 101, SOC 302, 12 hours of SOC electives, 6 of which at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Television (21 hours):</strong></td>
<td>TH 291 (1 hour), 20 hours of TH electives, 6 of which at the 300/400 level.</td>
</tr>
<tr>
<td><strong>Women's Studies (18 hours):</strong></td>
<td>WS 200, WS 430 or 470, 12 hours of WS electives, 3 of which at the 300/400 level.</td>
</tr>
<tr>
<td><strong>World Business (22 hours, minimum of 2.5 overall GPA):</strong></td>
<td>AC 210 (EC 110 is a prerequisite), IBA 350, IBA 455, MKT 300, PSC 434, and 6 hours from the following: IBA 351, IBA 460, EC 430, EC 431, EC 442.</td>
</tr>
</tbody>
</table>
# COMMON SUGGESTIONS FOR CORE COURSES AND COMMUNICATION ELECTIVES

**Freshman Composition (FC)**
- EN 101 English Composition I
- EN 102 English Composition II
- EN 103 Advanced English Composition [satisfies (FC) core by itself]
- EN 104 BUI English Composition
- EN 120 English Composition for Non-Native Speakers I
- EN 121 English Composition for Non-Native Speakers II

**Fine arts (FA)**
- ARH 252 Survey of Art I
- ARH 253 Survey of Art II
- ARH 254 Survey of Art III (non-Western art history)
- ARH 151 Intro to the Visual Arts (not for ART or ARH majors or minors)
- EN 200 Creative Writing (see course description for prerequisites: catalog.ua.edu)
- FA 200 Introduction to Fine Arts
- JCM 112 Motion Picture History and Criticism
- MUS 121 Intro to Listening (not for MUS, MUA or MUE majors)
- MUS 250 Music in World Cultures
- NEW 212 Creativity (or NEW 213 Honors Creativity)
- TH 114 Intro to the Theatre (not for TH majors)
- UH 210 Honors Fine Arts (see course description for prerequisites: catalog.ua.edu)

**Literature (L)**
- English literature: EN 205 and EN 206 (or honors equivalents: EN 215 and EN 216)
- American literature: EN 209 and EN 210 (or honors equivalents: EN 219 and EN 220)
- World literature: EN 207 and EN 208
  (Note: EN 207 is typically only offered in fall and EN 208 only in spring)
- African American literature: EN 249 (or AAST 249) and EN 250

**Natural Science (NS)**
- AY 101/AY 102 (lecture/lab) Intro to Astronomy
- BSC 108 (emphasis on cellular biology)
- BSC 109 (emphasis on physiology; BSC 108 is not a prerequisite)
- GEO 101 (study of the Earth's materials, processes, etc.)
- GEO 102 (Earth's geologic history; GEO 101 is not a prerequisite)
- GEO 104 (geologic and other Earth hazards and how humans increase those hazards)
- GEO 105 (important Earth resources and the human impact on them)
- GY 101 (Earth-space relations, weather patterns, climate)
- GY 102 (Earth-surface processes, landscape, mapping; GY 101 is not prerequisite)
- NEW 243 Interdisciplinary Sciences
  Note: Other NS courses such as CH 101, CH 102, BSC 114:115, BSC 116:117, PH 101, PH 102 also work.

**Mathematics (MA)**
- Note: Students take a math placement exam that determines how many/which math courses they must take. MATH 110 Finite Mathematics, MATH 112 Precalculus Algebra, or higher (or equivalent) will satisfy the core. MATH 005 Remedial Math carries three hours’ credit only while the student is in the course; MATH 100 Intermediate Math counts as a three-hour general elective.

**Social/Behavioral Sciences (SB)**
- ANT 100 Intro to Anthropology
- ANT 102 Intro Cultural Anthropology
- APR 101 Creativity and American Culture
- CJ 100 Intro to Criminal Justice
- COM 101 Principles of Human Communication
- COM 220 Interpersonal Communication
- EC 110 Principles of Microeconomics (SB course required with “C-” or above for advertising majors)
- EC 111 Principles of Macroeconomics
- GY 105 World Regional Geography
- GY 110 People, Places and Environment
- HD 101 Life Span Human Development
- JCM 100 Introduction to Story
- MC 101 Introduction to Mass Communication (SB course required with “C-” or above for advertising/PR majors)
Social/Behavioral Sciences (SB), cont.
- PSC 101 Intro to American Politics
- PY 101 Intro to Psychology (PY 105 honors equivalent)
- SOC 101 Intro to Sociology

History (HI)
- HY 101 Western Civilization to 1648 (HY 105 honors equivalent)
- HY 102 Western Civilization since 1648 (HY 106 honors equivalent)
- HY 103 American Civilization to 1865 (HY 107 honors equivalent)
- HY 104 American Civilization since 1865 (HY 108 honors equivalent)
Other options: HY 111 Colonial Latin America, HY 112 Modern Latin America since 1808, HY 113 Asian Civilization to 1400, HY 114 Modern Asia since 1400, SW 200 History of Social Welfare U.S.
*Note: Only one (HI) core course is required; a second (HI) course is optional and does not have to be in sequence with first (HI) course.*

Foreign Language (FL)
- FR 101 and 102 Elementary French
- GN 101 and 102 Elementary German
- IT 101 and 102 Elementary Italian
- JA 101 and 102 Elementary Japanese
- LA 101 and 102 Elementary Latin
- RUS 101 and 102 Elementary Russian
- SP 101 and 102 Elementary Spanish
*Note: Some students will place into 201 or 202 for French, Italian, Japanese, Russian, Spanish or Latin and will thus satisfy the FL core.*

Computer Science (C)
*Note: CS 102 Microcomputer Applications is the prerequisite for courses that meet the computer science core. CS 102 counts as a general elective.*
- CS 202 Introduction to the Information Highway
- CS 205 Web Site Design (Prerequisite: CS 202)
- CS 285 Microcomputers Applications II
- CS 302 Computerized Database Systems
- CS 305 Advanced Computerized Database Systems (Prerequisite: CS 302)
- CS 385 Prototyping in the Visual Environment (Prerequisite: CS 285)
- CS 340 Legal & Ethical Issues in Computing
- CS 345 Advanced Legal & Ethical Issues in Computing (Prerequisite: CS 340)
- CMS 441 Consumer Communications
- CSM 447 Advanced Digital Tools
- ST 260 Statistical Data Analysis (note especially for general business majors/minors)

Writing (W)
For PR majors: JCM 303 and APR 332 in the major
For ADV general majors and ADV consumer specialization: APR 423 in the major satisfies three hours and the other three hours can be satisfied a "W" class in an MC 400-level (such as MC 409, 413, 421 and 425), a minor course or a general elective
For ADV creative specialization (art directors): APR 310 in the major and the other three hours can be satisfied a "W" class in an MC 400-level (such as MC 409, 413, 421 and 425), a minor course or a general elective
For ADV creative specialization (copywriters): APR 310 and APR 322 in the major

Non-Required Communication Electives
- APR 100 Professional Exploratory
- APR 221 Introduction to Advertising (for PR majors)
- APR 231 Introduction to Public Relations (for ADV majors)
- APR 380 Independent Study
- JCM 100 Intro to Telecommunication and Film
- JCM 112 Motion Picture History and Criticism (can also satisfy FA core)
- JCM 145 Media Production
- JCM 200 Introduction to Journalism
- JCM 261 Beginning Visual Journalism (Prerequisites: JCM 101 or JCM 200 or APR 221 or APR 231; and JCM 103 and MC 101)
- JCM 323 Editing and Multimedia (Prerequisite: JCM 261 and JCM 303)
- JCM 315 Adv. News Writing and Reporting (JCM 303)
- JCM 325 Sports Writing & Reporting (Prerequisite: JCM 303)
- MC 400-level of student's choice
PREREQUISITES FOR APR AND REQUIRED JN/MC COURSES

COURSE
APR 100: Professional Exploratory

APR 101: Creativity and American Culture
APR 260: Software Applications I
APR 221: Intro to Advertising
APR 231: Intro to Public Relations
APR 270: Strategic Thinking (AD)
APR 271: Strategic Thinking (PR)
APR 280: Investigation and Insights
APR 300: Basic Principles of Design*
APR 301: Software Applications II*
APR 310: Concepting* APR 320: Creative Thinking*
APR 322: Copywriting Seminar*
APR 323: Art Direction Seminar*
APR 325: Digital and Social Media*
APR 332: Public Relations Writing*
APR 380: Independent Study*
APR 401: Software Applications III*
APR 410: Portfolio I* APR 411 Portfolio II* APR 415 Online Magazine Writing*
APR 419: PR Concepting and Implementation*
APR 421: Account Planning*
APR 422: Channel Planning*
APR 423: A+PR Management*

PREREQUISITES
• for a shadowing experience: 2.0 GPA and declared AD or PR major or minor; for a practical experience (such as an internship): 2.0 GPA and completion of Phase 2 coursework in the advertising or PR major or minor.
• None.
• Declared AD or PR major or minor.
• None.
• None.
• APR 221, APR 260, JCM 103, and MC 101.
• APR 231, APR 260, JCM 103, and MC 101.
• APR 260, JCM 103, MC 101, and APR 221 or APR 231.
• APR 260, JCM 103, MC 101 and APR 221 or APR 231.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101. Corequisite: APR 410.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101. Corequisite: APR 410.
• Admission to creative specialization; APR 221, APR 260, JCM 103, and MC 101.
• Admission to consumer specialization; APR 221, APR 260, JCM 103, and MC 101.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, MC 101. Must be taken with APR 410.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101. Corequisite: APR 410.
• Admission to creative specialization; APR 221, APR 260, JCM 103, and MC 101.
• AD majors: Admission to consumer or creative specialization; APR 221, APR 260, JCM 103, and MC 101.
• APR 231, APR 260, APR 271, APR 280, APR 300, JCM 103, JCM 303, MC 101, and 20 hours in the major.
• Permission of department chairman and faculty sponsor.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 301, APR 310, APR 410, APR 323, JCM 103, MC 101.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 301 (art directors), APR 310, JCM 103, and MC 101.
• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 301 (art directors), APR 310, JCM 103, and MC 101. Corequisite: APR 401 (art directors).
• Permission of instructor; APR 231, APR 260, APR 271, APR 280, APR 300, APR 332, JCM 103, JCM 303, and MC 101.
• APR 231, APR 260, APR 271, APR 280, APR 300, APR 332, JCM 103, JCM 303, and MC 101.
• Admission to consumer specialization; APR 221, APR 260, APR 270, APR 280, JCM 103, MC 101, and APR 300 or APR 325.
• Admission to consumer specialization; APR 221, APR 260, APR 270, APR 280, JCM 103, MC 101, and APR 320 or APR 325; General AD major: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, and APR 300; and Public relations majors: MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, APR 300, and APR 332.

(continued next page)
APR 424: Ad Campaigns*  
[Usually Not Offered in Summer]  
- General AD major: APR 221, APR 260, APR 270, APR 280, APR 300, APR 422, APR 423, JCM 103, and MC 101. Creative specialization: APR 221, APR 260, APR 270, APR 280, APR 300, APR 410, APR 418, JCM 103, MC 101, and APR 322 or APR 323. Consumer specialization: APR 221, APR 260, APR 270, APR 280, APR 421, APR 422, APR 423, JCM 103, MC 101, and APR 320 or APR 325.

APR 425: Crisis and Emergency Management*  
- MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 310, and 20 hours in the major.

APR 426: International Public Relations*  
- MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 332 and 20 hours in the major.

APR 427: Public Relations Leadership*  
- MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 332 and 20 hours in the major.

APR 428: Nonprofit Communications  
- MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 322 or APR 323.

APR 429: Sport and Entertainment Marketing and Promotions  
- MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300.

APR 430: Tech and Digital Communications  
- MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300.

APR 433: PR Campaigns*  
[Usually Not Offered in Summer]  
- General PR major: APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332, JCM 103, and MC 101; three of the following: APR 415, APR 419, APR 423, APR 425, APR 426, and APR 427. PR specialization: APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332, JCM 103, and MC 101; one of the following: APR 415, APR 419, APR 423, APR 425, APR 426, or APR 427; and 6 hours of PR specialization courses.

JCM 103: Mechanics of Writing  
- None.

JCM 303: News Reporting  
- JCM 103, MC 101, and APR 231.

MC 101: Intro to Mass Communication  
- None.

MC 401: Mass Communication Law  
- MC 101 and junior standing (61 earned hours).

* All 300- and 400-level APR courses require “C-“ or better in prerequisites and an overall GPA of 2.0 or better in addition to the prerequisites listed.

**Prerequisites for all 400-level MC courses:** junior standing (61 earned hours), MC 101, and 2.0 overall GPA.

**NOTE:** The Department of Advertising and Public Relations does not permit major courses to be taken out of sequence.
An internship is not required for the PR or advertising major, but we recommend that you complete at least one internship before graduation. The University’s online recruiting system, Handshake, provides information on job opportunities and on-campus job interviews: [https://career.sa.ua.edu/crimsoncareers/](https://career.sa.ua.edu/crimsoncareers/). You will need to activate your account and upload a current résumé. The C&IS internship page also provides info on current advertising and PR internships and job opportunities: [https://cis.ua.edu/internships/](https://cis.ua.edu/internships/). In addition, see postings on the large board near 412 Phifer (A+PR Main Office) or go to 2615 Capital (Mr. Wisla), 418-B Phifer (Ms. Daria), or 418-D Phifer (Ms. Sims) for advertising and PR internship opportunities.

APR 100 PROFESSIONAL EXPLORATORY
The Professional Exploratory provides the student with one of the following, depending on qualifications: 1) an opportunity to shadow advertising or PR professionals in the workplace while being introduced to current practices and trends in the field or 2) an opportunity to gain practical experience (such as an internship) in the advertising or public relations field. Enrollment is by permission of the internship coordinator (or faculty sponsor) and the departmental chairman. In order to qualify for APR 100 as a shadow opportunity for one hour of credit on a Pass/Fail basis, the student must have an overall GPA of at least a 2.0 and be a declared advertising or PR major or minor.

In order to qualify for APR 100 as a practical experience opportunity for one to three hours of credit on a Pass/Fail basis, the student must have an overall GPA of a 2.0 and have completed Phase 2 of the advertising or PR major or minor coursework. This course is repeatable for a six-hour-credit maximum.

NON-CREDIT INTERNSHIP
• Students pursue non-credit internships on their own.
• Factors such as length, timing and nature of the advertising or public relations experience are between the employer and the student.
• No academic credit is received for this type of internship, though the internship should be noted on your résumé.
• See 412 Phifer for an application after an APR faculty member agrees to be your faculty sponsor.

APR 380 INDEPENDENT STUDY
• Analysis of advanced theoretical issues in commercial persuasive communication. Students wishing to enroll in APR 380 Independent Study must prepare a detailed proposal of what will be included in the course based upon prior discussion with a faculty member of their choice.
• The proposal must be submitted to and approved by both the sponsoring faculty member and the Department Chairman before registering for APR 380. The sponsoring faculty member has some flexibility in determining the point at which a student enters into the independent study agreement.
• The sponsoring faculty member will evaluate the student’s performance based upon project-specific factors.
• Depending on the nature of the project, students may earn 1-9 hours of academic credit (tuition required).
• Students will receive a letter grade for this course.
• As an alternative to APR 380, students may earn independent study credit through New College. Visit the New College office (201 Lloyd Hall) for more information.
• APR 380 should not be confused with distance education courses offered through the College of Continuing Studies.
• See 412 Phifer for an application after an APR faculty member agrees to be your faculty sponsor.
**FACULTY AREAS OF EXPERTISE**

**Advertising**

Dr. Joe Phelps, Department Chair  
Teaching Areas: Theory, Management  
Research Interests: Consumer Information Privacy, Integrated Communications, Persuasion via Narrative Messages

Mr. Mark Barry  
Teaching Areas: Creative, Art Direction, Copywriting  
Research Interests: Creative Communications

Dr. Nancy Brinson  
Teaching Areas: Media Planning, Account Planning and Integrated Communication Management  
Research Interests: Media Effects, Advertising Personalization, Information Privacy and Policy

Dr. Caryl Cooper  
Teaching Areas: Channel Planning, History, Media Management  
Research Interests: Advertising & PR History, Minorities in Advertising

Dr. Jameson Hayes  
Teaching Areas: Advertising Strategy & Media, Advertising Management, Theory, Social Media  
Research Areas: Emerging Media Brand Communication & Relationships, Emerging Media Economics, Advertising Theory Development

Dr. Steven Holiday  
Teaching Areas: Persuasion Theory, Management, Research Methods  
Research Areas: Family and Media, Advertising Literacy Development, Nontraditional Advertising

Dr. Hyoungkoo Khang  
Teaching Areas: Campaigns, Management, Research Methods  
Research Interests: Self Traits and New Media, Political Advertising, Cultural Dimensions

Dr. Lance Kinney  
Teaching Areas: Advertising Strategy & Media, Advertising Management, Research  
Research Interests: Event Sponsorship, Advertising Effectiveness, Mass Media Effects

Mr. Jay Waters  
Teaching Areas: AdTeam, Media Planning, Agency Management, Strategy and Insights

**Advertising/Public Relations**

Dr. Brian C. Britt  
Teaching Areas: Research Methods, Theory  
Research Interests: Computational Social Science, Online Organizations, Network Evolution, Research Methodology, Psychometric Validation

Dr. Kenon Brown  
Teaching Areas: Research and Strategic Planning, Management, Campaigns  
Research Interests: Image and Reputation Management, Sports Media, Minority Recruitment and Retention in Mass Communication

Ms. Susan Daria  
Teaching Areas: Creative, Service Learning, Concept and Implementation, Writing

Ms. Teri Henley, APR  
Teaching Areas: Capstone Agency, Bateman Team, Campaigns  
Research Interests: Nonprofit Communications, Service Learning, Campaigns

Mr. Randall Huffaker  
Teaching Areas: Creative, Social Media

Mr. Mike Little  
Teaching Areas: Campaigns, Creative

Ms. Tracy Sims, APR  
Teaching Areas: Platform Magazine, Campaigns, Writing, Service Learning

Ms. Janet Walker  
Teaching Areas: Graphic Design, Art Direction, Creative, Copywriting, Typography  
Research Interests: Information Design, Organizational Design, Social Good and Design

**Public Relations**

Dr. William J. Gonzenbach  
Teaching Areas: Intro to Public Relations, Writing  
Research Interests: Public Opinion

Dr. Karla Gower  
Teaching Areas: Management, Writing  
Research Interests: PR History, Legal Issues Affecting PR, Crisis Communication

Dr. Suzanne Horsley  
Teaching Areas: PR Campaigns, PR Writing, Crisis Communication  
Research Interests: Crisis Communication, Disaster Management, Government Communication

Dr. Eyun-Jung Ki  
Teaching Areas: PR Management, PR Campaigns, PR Theories  
Research Interests: Organization-Public Relationship Management and Its Measurement; New Technologies (Social Media) in Public Relations; Organization Sustainability Communications; Relationship Cultivation Strategies; Public Relations Effectiveness Measurement; Public Relations Ethics; International Public Relations; Crisis Management; Thematic Meta-analysis

Dr. Matthew VanDyke  
Teaching Areas: Introduction to Public Relations; PR Writing; PR Campaigns; PR Management; Research  
Research Areas: Science, Environmental and Risk Communication; Science Public Relations; Media Processes and Effects

Dr. Laura Lemon  
Teaching Areas: PR Writing  
Research Interests: Internal Communication, Employee Engagement, Social Media, Mindfulness

Dr. Ethan Stokes  
Teaching Areas: Writing, Digital & Social Media, Research, Management  
Research Interests: Political PR, Public Policy, International Relations, Religion
ADVERTISING AND PUBLIC RELATIONS DEFINED

Advertising

DESCRIPTION
Advertising is the creative expression of strategic, persuasive communication. As a marketing function, it focuses on the promotion of products, services, companies, organizations and ideas through paid media space. Magazines, newspapers, television, radio, outdoor/transit and the Internet are all examples of advertising media.

INTERESTS AND SKILLS
Advertising students will develop and hone critical and creative thinking skills. They acquire an understanding of the intended audience for persuasive communication and create relevant messages using that resonate, using both practical and theoretical knowledge. The skills students learn in this program include the ability to conduct research to measure program needs, gain audience insight, develop program quantifiable objectives and focused strategies, implement state-of-the-art tactics, and cultivate the tools to measure a program’s return on investment.

DEGREE OPTIONS
Major in Advertising (general, creative specialization, or consumer specialization)
B.A. in Communication

CAREER OPPORTUNITIES
Graduates find employment at advertising integrated communication agencies; creative boutiques; the advertising or promotional departments of businesses, industries and government agencies; and with traditional and nontraditional media outlets.

TYPES OF JOBS ACCEPTED
Our graduates work as copywriters, art directors, account managers, account planners, media sales representatives, photographers, production specialists, media consultants, management advisers, public opinion surveyors and marketing researchers.

JOBS OF EXPERIENCED ALUMNI
Owners, presidents & CEOs of advertising agencies, vice president–corporate communication, professors, creative directors, account executives, etc.

ACCREDITATION
Accredited by the Accrediting Council on Education in Journalism & Mass Communication

Public Relations

DESCRIPTION
Public relations is the creative expression of strategic persuasive communication to build relationships vital to the success of the organization. It is used by individuals and organizations to communicate and motivate consumers, voters, employees, suppliers, shareholders, public interest groups and the general public. In the public relations program, students will master the role of PR in a diverse, global marketplace; the four-step PR process of research, program planning, communication and evaluation; the strategies used in PR to achieve program objectives; the multimedia tactics required to implement PR programs in a digital environment; and the application of PR in the numerous venues of modern society, including corporations, agencies and nonprofit organizations.

INTERESTS AND SKILLS
Success requires a passion for learning about public relations and for writing. Other skills acquired in this program include the ability to conduct research to measure program needs, develop program quantifiable objectives and focused strategies, implement state-of-the-art tactics, and develop the mastery of tools to measure a program’s return on investment. Students of public relations will develop and hone critical and creative thinking skills.

DEGREE OPTIONS
Major in Public Relations (general or specialization in nonprofit communication management; sport and entertainment communication management; or technological and digital communication management)
B.A. in Communication

CAREER OPPORTUNITIES
Graduates find employment at public relations or integrated communication agencies; the public relations or promotional departments of businesses, industries, nonprofits and government agencies; and with traditional and nontraditional media outlets.

TYPES OF JOBS ACCEPTED
Our graduates work as communication specialists, web and social media content managers, media relations directors, account managers, publicists, crisis communication managers, marketing researchers, public information officers, and press secretaries.

JOBS OF EXPERIENCED ALUMNI
Owners, presidents & CEOs of public relations agencies, vice president–corporate communication, shareholder relations, media relations, professors, account executives, etc.

ACCREDITATION
Accredited by the Accrediting Council on Education in Journalism & Mass Communication
Accredited by the Public Relations Society of America
WHERE CAN I GET ...

General A+PR Information
apr.ua.edu

Academic Plan for Success
Ms. Jarnagin, C&IS Registrar, 197 Phifer, aljarnagin@ua.edu

Academic Bankruptcy
Ms. Jarnagin, C&IS Registrar, 197 Phifer, aljarnagin@ua.edu

Adviser Assignment
Ms. Myrick or Ms. Smith, A+PR Main Office, 412 Phifer

Advising Hold Removal
Ms. Daria, A+PR Advising Co-Director, 418-B Phifer, daria@apr.ua.edu; or Ms. Sims, A+PR Advising Co-Director, 418-D Phifer, sims@apr.ua.edu

Declare Major/Minor
Ms. Myrick or Ms. Smith, A+PR Main Office, 412 Phifer; or online at Mybama.ua.edu (Change Major/Minor link from Student tab)

Degree/Graduation Application
Mybama.ua.edu > Student Tab > Student Services > Student Records> Apply to Graduate

Enrollment/Good Standing Verification
Mybama.ua.edu > Student Tab > Student Services > Student Records> Order Current Enrollment Verification

Internship/Job Postings
https://cis.ua.edu/internships/

Letter of Transiency
Mybama.ua.edu > Student Tab > Student Services > Student Records> Letters of Transiency

Practical Studies Options (internship, practicum & independent study)
Mr. Wisla, A+PR Internship Coordinator, 2615 Capital, wisla@apr.ua.edu; Ms. Daria, A+PR Advising Co-Director, 418-B Phifer, daria@apr.ua.edu; or Ms. Sims, A+PR Advising Co-Director, 418-D Phifer, sims@apr.ua.edu

APR/C&IS Course Registration Override Permit
https://cis.ua.edu/current-students/course-override/

Transfer Course Equivalency Tables
https://registrar.ua.edu/ (choose “Transfer Credit Equivalency”)

For other concerns, you can visit the A+PR Main Office in 412 Phifer or call 348-7158 during regular business hours (M-F, 8 a.m. to 4:45 p.m.).