

PUBLIC RELATIONS MAJOR: GENERALIST PATH DEGREE CHECKSHEET

CORE

COURSE	COURSE NAME	HOURS	DONE Y/N
FRESHMAN COMPOSITION		6	
EN 101		3	
EN 102		3	
HUMANITIES AND FINE ARTS		12	
FA		3	
EN literature course		3	
EN literature course		3	
COM 123 (at least "C-" required)		3	
NATURAL SCIENCE AND MATH		11	
NS		3 / 4	
NS lab		1 / 0	
NS		3 / 4	
NS lab		1 / 0	
MATH (MATH 110, 112 or higher; at least a C- required)		3	
HISTORY AND SOCIAL/BEHAVIORAL SCIENCE		12	
HY		3	
MC 101 (at least "C-" required)		0*	
SB**		3 / 0*	
HY or SB***		3	
COMPUTER SCIENCE		6	
CIS 250		3	
CIS 260		3	
WRITING		6	
APR 303 or JCM 303		0*	
APR 332		0*	
*Hours count toward PR major and satisfy the core requirement. **APR 231 in the major can satisfy this requirement, if taking it rather than APR 241. At least a C- in APR 231 or APR 241 is required. ***APR 101 Creativity and American Culture or EC 110 Microeconomics is recommended.			

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.

NOTE: Most students with only one minor will need 15-21 hours of electives to reach the 120-hour minimum needed for graduation. An elective can be any course the student wants to take as long as the student meets any course-specific prerequisites and is not repeating a course for which they already have credit.

MAJOR

COURSE	COURSE NAME	HOURS	DONE Y/N
MAJOR REQUIREMENTS		37	
Major courses require a C- or above.			
MC 101 (SB)		3	
JCM 103		1	
APR 241 or APR 231 (SB)		3	
APR 280		3	
APR 290		3	
APR 303 (W)		3	
APR 300 or APR 325		3	
JCM 303 (W)		3	
APR 332 (W)		3	
Two APR/MC 400-level electives		6	
Choose one: MC 401, APR 451, APR 452, or APR 453		3	
APR 433*		3	
*May not be offered in summer.			

MINOR

COURSE	COURSE NAME	HOURS	DONE Y/N
MINOR REQUIREMENTS		18-27	
*SECOND MAJOR/MINOR REQUIREMENTS		18-36	
*Optional - see note at left.			

ELECTIVES

COURSE	COURSE NAME	HOURS	DONE Y/N

PUBLIC RELATIONS MAJOR

1

FOUNDATION

(16 CREDITS)

MC 101 (3*) | INTRO TO MASS COMMUNICATION

Introduction to the fields of communication, including theory, law and regulation, history, social implications, and mass media operations.

Prerequisite(s): None

JCM 103 (1) | MECHANICS OF MEDIA WRITING

The logic of sentence and paragraph structure in the context of media writing, with an emphasis on grammar, punctuation, word choice, conciseness and accuracy. This online course is required for news media, creative media and advertising/public relations majors.

Prerequisite(s): None

PICK ONE

APR 231 (3*) | INTRO TO PUBLIC RELATIONS

A foundation course in public relations that includes historic and contemporary perspectives, public relations institutions and an overview of public relations theory, planning and practice.

Prerequisite(s): None

APR 241 (3*) | INTRO TO ADVERTISING AND PR

A foundation course in advertising & public relations that includes a comprehensive overview of historic and contemporary perspectives, advertising & public relations institutions, and advertising & public relations theory, planning and practice.

Prerequisite(s): None

APR 280 (3) | INTRO TO AUDIENCE ANALYSIS

This course is designed to provide students with exposure to common primary and secondary research sources and tools used to draw meaningful conclusions about audiences. Students will learn how to critique, analyze and interpret data extracted from various sources in order to guide decision-making for programs and campaigns in advertising and public relations.

Prerequisite(s): CIS 260[†] with concurrency

APR 290 (3) | INTRO TO CHANNELS & MESSAGING

This course is designed to introduce students to the evolving landscape of paid, owned, earned and shared media channels available to advertising and public relations professionals, as well as how to develop persuasive, channel-specific messaging for various audiences.

Prerequisite(s): None

APR 303 (3*) | PUBLIC RELATIONS STRATEGY

Develops the strategic thinking skills needed to plan and execute world class PR campaigns and features a range of case studies that demonstrate key course objectives. Emphasizes using research to effectively assess PR situations and developing practical writing skills required in the communications industry.

Prerequisite(s): EN 101 and EN 102 or EN 103;
JCM 103, APR 280 and APR 290

2

INTERMEDIATE

(15 CREDITS)

PICK ONE

APR 300 (3) | BASIC PRINCIPLES OF DESIGN

Focuses on the basic elements of layout and principles of design and their application in advertising and public relations work.

Prerequisite(s): APR 260 or CIS 250[‡]; and
APR 221 or APR 231 or APR 241

APR 325 (3) | SOCIAL AND DIGITAL MEDIA

Designed to develop a thorough understanding of digital and social media strategies and their application to all facets of various communication-based industries, including how many areas of a business uses digital and social media to reach their target consumers.

Prerequisite(s): APR 221 or APR 231 or APR 241

JCM 303 (3) | NEWS WRITING AND REPORTING

This course introduces the skills required for basic news writing and reporting. The contents of this course are designed to help you learn how news stories are constructed and how the news industry operates.

Prerequisite(s): MC 101, JCM 103 and JCM 200 or APR 231

APR 332 (3*) | PUBLIC RELATIONS WRITING

Provides students with the practical writing knowledge and skills to research, plan and execute online and traditional public relations communications successfully.

Prerequisite(s): JCM 303, APR 280 and APR 303 or APR 271

APR/MC 400-LEVEL (3)

ELECTIVE (STUDENT'S CHOICE)

APR/MC 400-LEVEL (3)

ELECTIVE (STUDENT'S CHOICE)

* SB-designated

‡ W-designated

§ Offered outside A+PR Program

3

CAPSTONE

(6 CREDITS)

PICK ONE

MC 401 (3) | MASS COMMUNICATION LAW

Study of laws and regulations affecting the mass media and the fields of mass communication.

Prerequisite(s): MC 101, junior standing (61 hours) and
GPA 2.0 or better

APR 451 (3) | BUSINESS FOR STRATEGIC COMMUNICATORS

This course examines strategic communication in a business context. Key dimensions in business, including accounting, finance, strategic decision-making, corporate reputation, transformation and governance, as well as research and measurement, are covered.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR 452 (3) | ETHICS AND PROFESSIONALISM

This course will teach students the roles of ethics and professionalism in contemporary advertising and public relations practice.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR 453 (3) | INVESTIGATION AND INSIGHTS

Designed to provide students with advanced knowledge and skills necessary to plan and analyze secondary, qualitative and quantitative data to draw meaningful academic and/or industry conclusions, monitor and measure outcomes of communication efforts, and present and visualize data proficiently.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR 433 (3) | PUBLIC RELATIONS CAMPAIGNS

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.

Prerequisite(s): APR 332 or APR 333; and APR 451 or APR 452 or APR 453 or MC 401



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PUBLIC RELATIONS

PUBLIC RELATIONS MAJOR

SUGGESTED COURSE PLAN (EFFECTIVE FALL 2021)

FRESHMAN YEAR	
SEMESTER 1 [15 credits]	
APR 241 or APR 231 ^(SB)	3
MC 101 ^(SB)	3
EN 101 ^(FC)	3
CIS 250 ^(C)	3
Elective	3
SEMESTER 2 [16 credits]	
APR 290	3
Fine arts ^(FA)	3
JCM 103	1
EN 102 ^(FC)	3
CIS 260 ^(C)	3
Elective	3

SOPHOMORE YEAR	
SEMESTER 1 [15 credits]	
JCM 303 ^(W)	3
APR 280	3
First literature ^(L)	3
MATH 110 ^(MA) or MATH 112 ^(MA)	3
Elective	3
SEMESTER 2 [15 credits]	
APR 303 ^(W)	3
Second literature ^(L)	3
APR 300 or APR 325	3
Minor	3
Minor or elective	3

JUNIOR YEAR	
SEMESTER 1 [16 credits]	
APR 332 ^(W)	3
COM 123 ^(HU)	3
History ^(HI)	3
Natural science with lab ^(NS)	4
Minor	3
SEMESTER 2 [16 credits]	
APR/MC 400-level elective	3
APR/MC 400-level elective	3
Natural science with lab ^(NS)	4
Minor	3
Elective	3

SENIOR YEAR	
SEMESTER 1 [15 credits]	
APR 451 or APR 452 or APR 453 or MC 401	3
Minor	3
Minor	3
Minor or elective	3
Elective	3
SEMESTER 2 [12 credits]	
APR 433	3
Minor	3
Minor or elective	3
Elective	3

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

C	Computer Science Core	MA	Math Core
FC	Freshman Composition Core	SB	Social & Behavioral Science Core
HI	History Core	W	Writing Core
L	Literature Core		

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PREREQUISITES FOR APR AND REQUIRED CIS/JN/MC COURSES

COURSE	PREREQUISITES
APR 221 Intro to Advertising (SB)	none
APR 231 Intro to Public Relations (SB)	none
APR 241 Intro to Advertising & PR	none
APR 270 Strategic Thinking (AD)	APR 221*, APR 260*, JCM 103, and MC 101 *If you took APR 241 instead of APR 221 or CIS 250 instead of APR 260, email myrick@apr.ua.edu for a prerequisite override.
APR 271 Strategic Thinking (PR)	APR 231*, APR 260*, JCM 103, and MC 101 *If you took APR 241 instead of APR 231 or CIS 250 instead of APR 260, email myrick@apr.ua.edu for a prerequisite override.
APR 280 Intro to Audience Analysis	CIS 260 with concurrency
APR 290 Intro to Channels and Messaging	none
APR 300 Basic Principles of Design	APR 260 or CIS 250; and APR 221, APR 231 or APR 241
APR 301 Software Applications II	APR 260 or CIS 250; and admission into Minerva
APR 302 Advertising Strategy (W)	EN 101 and EN 102 or EN 103; JCM 103, APR 280 and APR 290
APR 303 Public Relations Strategy (W)	EN 101 and EN 102 or EN 103; JCM 103, APR 280 and APR 290
APR 310 Concepting	APR 221 or APR 241; APR 260 or CIS 250; and admission into Minerva
APR 322 Copywriting Seminar (W)	APR 310 and admission into Minerva; APR 410 with concurrency
APR 323 Art Direction Seminar	APR 310 and admission into Minerva; APR 410 with concurrency
APR 325 Social and Digital Media	APR 221 or APR 231 or APR 241
APR 332 Public Relations Writing (W)	JCM 303, APR 280 and APR 303 or APR 271
APR 333 Digital Writing and Strategy (W)	APR 325 and APR 303 or APR 271
APR 401 Software Applications III	APR 301 and admission into Minerva
APR 410 Portfolio I	APR 310 and admission into Minerva
APR 411 Portfolio II	APR 410 and admission into Minerva
APR 412 Portfolio III	APR 411 and admission into Minerva
APR 415 Online Magazine Writing (W)	APR 280 and APR 332 or APR 422 or APR 410 or APR 333; and instructor permission
APR 419 Concepting and Implementation (W)	APR 260 or CIS 250; APR 300; and APR 332 or APR 333 or APR 422
APR 421 Account Planning	APR 280 and APR 302 or APR 270
APR 422 Channel Planning	APR 280 and APR 302 or APR 303 or APR 270 or APR 271

COURSE	PREREQUISITES
APR 423 A+PR Management (W)	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 424 Advertising Campaigns	APR 422 or APR 322 or APR 323; and APR 451 or APR 452 or APR 453 or MC 401
APR 425 Crisis and Emergency Management	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 426 International Public Relations	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 427 Public Relations Leadership	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 428 Nonprofit Communications	APR 302 or APR 303 or APR 270 or APR 271
APR 429 Sport Publicity and Promotion	APR 302 or APR 303 or APR 270 or APR 271
APR 430 Advanced Digital Marketing	APR 333 or JCM 303
APR 433 Public Relations Campaigns	APR 332 or APR 333; and APR 451 or APR 452 or APR 453 or MC 401
APR 451 Business for Strategic Communicators	APR 302 or APR 303 or APR 270 or APR 271
APR 452 Ethics and Professionalism	APR 302 or APR 303 or APR 270 or APR 271
APR 453 Investigation and Insights	APR 302 or APR 303 or APR 270 or APR 271
APR 454 Consumer Psychology	APR 302 or APR 303 or APR 270 or APR 271
APR 455 Advanced Media Strategy	APR 422 and admission into consumer specialization
APR 456 Media Relations	APR 332 or APR 422 or APR 333
APR 490 Special Topics	MC 101 and junior standing
CIS 250 Intro to Design Software (C)	none
CIS 260 Intro to Media Research Software (C)	none
JCM 103 Mechanics of Media Writing	none
JCM 303 News Reporting and Reporting	JCM 103 and JCM 180 or APR 231
MC 101 Introduction to Mass Communication	none
MC 401 Mass Communication Law	MC 101, junior standing (61 hours) and GPA 2.0 or better
MC 495 and other MC 400-level courses	MC 101, junior standing (61 hours) and GPA 2.0 or better
NOTE: All 300- and 400-level APR courses require "C-" or better, including in prerequisites, and an overall GPA of 2.0 or better in addition to the prerequisites listed.	
NOTE: The Department of Advertising and Public Relations does not permit major courses to be taken out of sequence.	

2021-22 MINORS FOR A+PR MAJORS

COLLEGE OF BUSINESS MINORS

ACCOUNTING: <https://catalog.ua.edu/undergraduate/commerce-business-administration/accountancy>

ACTUARIAL SCIENCE, ECONOMICS, FINANCE, PERSONAL WEALTH MANAGEMENT, REAL ESTATE: RISK MANAGEMENT, INSURANCE, AND FINANCIAL SERVICES: <https://catalog.ua.edu/undergraduate/commerce-business-administration/economics-finance-legal-studies/>

STATISTICS: <https://catalog.ua.edu/undergraduate/commerce-business-administration/information-systems-statistics-management-science/>

ENTREPRENEURSHIP, GENERAL BUSINESS, HUMAN RESOURCE MANAGEMENT, MANAGEMENT, MANAGEMENT COMMUNICATION: <https://catalog.ua.edu/undergraduate/commerce-business-administration/management/>

INTERNATIONAL BUSINESS, SALES, SERVICES MARKETING: <https://catalog.ua.edu/undergraduate/commerce-business-administration/marketing/>

OTHER MINORS

AFRICAN AMERICAN STUDIES (21 HOURS): AAST 201 or AMS 201; AAST 249 or EN 249; select 12 hours from the following: AAST 302, AAST 303, AAST 319 or HY 319, AAST 352, AAST 401, AAST 435; and 9 hours of AAST or other approved electives.

AMERICAN STUDIES (21 HOURS): 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; 6 hours of ancillary courses: see catalog.ua.edu for list.

ANTHROPOLOGY (18 HOURS): 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.

ART (STUDIO) (21 HOURS): 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.

ART HISTORY (21 HOURS): 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.

COMMUNICATION STUDIES (18 HOURS): COM 100 or 101; 15 hours in COM electives, 6 of which must be at the 300/400 level.

COMPUTING TECHNOLOGY AND APPLICATIONS (18 HOURS): CS 102; 6 hours from one of the following course pairs: CS 202/312, CS 285/385, CS 302/305, CS 340/345; and 9 hours of additional coursework, commonly chosen from the following: CS 104, 202, 285, 302, 305, 312, 340, 345, 385, and 391.

CONSUMER SCIENCES (18 HOURS): CSM 201, CSM 204 or 205, CSM 303 or 381, and 9 hours of CSM electives (see catalog.ua.edu for list).

CREATIVE WRITING (21 HOURS): EN 200; 6 hours in EN 408 (with different topics); and 12 hours in the following: EN 301; EN 303; EN 305; EN 307 or EN 313 or EN 317; and EN 308.

CRIMINAL JUSTICE (18 HOURS): CJ 100, 6 hours in CJ electives at the 300/400 level, and 9 hours of CJ electives.

ENGLISH (21 HOURS): 9 hours in 200-level lit courses: EN 200, 201, 205 (or 215), 206 (or 216), 207 (or 217), 208 (or 218), 209 (or 219), 210 (or 220), 249, and 250; and 12 hours from EN electives at the 300/400 level.

FOOD AND NUTRITION (18 HOURS): NHM 101, NHM 201, 3 hours of 200-400 level NHM electives, and 9 hours of NHM electives at the 300/400 level.

FOREIGN LANGUAGE: Arabic (18 hours), Chinese (18 hours), French (18 hours), German (22 hours), Greek (18 hours), Italian (20 hours), Japanese (21 hours), Latin (18 hours), Latin American, Caribbean and Latino Studies (18 hours), Russian (21 hours), Spanish (25-29 hours). See catalog.ua.edu for specific requirements, including any ancillary courses.

HUMAN DEVELOPMENT AND FAMILY STUDIES (18 HOURS): HD 202, HD 205, HD 302, HD 382, HD 462, and 3 hours of HD elective at the 300/400 level.

HISTORY (21 HOURS): 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.

INTERNATIONAL STUDIES (18 HOURS): 6 hours from the following courses: ANT 102, EC 111 (or 113), 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.]

LEADERSHIP COMMUNICATION (18 HOURS): 3 hours chosen from COM 122, 121, 123, or 124; 3 hours chosen from COM 220, 219, 225, or 250; COM 320 or 380; COM 350; COM 413 or 469; and COM 455 or 460.

POLITICAL SCIENCE (18 HOURS): 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 6 hours must be taken from two fields (see catalog.ua.edu for fields).

PSYCHOLOGY (18 HOURS): PY 101 and 15 hours of PY electives, 6 of which must be at the 300/400 level.

PUBLIC POLICY (18-24 HOURS): 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 3-6 hours independent study (approved by minor advisor). See catalog.ua.edu for a course list.

RELIGIOUS STUDIES (21 HOURS): REL 100 or 105, REL 102, and 15 hours of REL electives (see catalog.ua.edu for course list).

SOCIOLOGY (18 HOURS): SOC 101, SOC 302, 12 hours of SOC electives, 6 of which must be at the 300/400 level.

THEATRE (21 HOURS): TH 291 (1 hour), 20 hours of TH electives, 6 of which must be at the 300/400 level.

WOMEN'S STUDIES (18 HOURS): WS 200, WS 430 or 470, and 12 hours of WS electives, 3 of which must be at the 300/400 level.

COMMON SUGGESTIONS FOR CORE COURSES

COURSE	DESCRIPTION
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 151	Intro to the Visual Arts (not for ART or ARH majors)
ARH 252	Survey of Art I
ARH 253	Survey of Art II
ARH 254	Survey of Art III (non-Western art history)
BA 205	Intro to Book Arts
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 School of Music majors) or MUS 122 Honors Intro to Listening
NEW 212	Creativity (or NEW 213 Honors Creativity)
TH 114	Intro to the Theatre
UH 212	Art for Life's Sake
LITERATURE (L) (Two required)	
English literature	EN 205 and EN 206 (EN 215 and EN 216 honors equivalents)
American literature:	EN 209 and EN 210 (EN 219 and EN 220 honors equivalents)
World literature	EN 207 and EN 208 (EN 217 and EN 218 honors equivalents)
African American literature	EN 249 (or AAST 249) and EN 250 (EN 251 and EN 252 honors equivalents)

COURSE	DESCRIPTION
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. (SW 205 honors equivalent)	
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.	
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.	
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.	

CONTINUED ON NEXT PAGE



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COMMON SUGGESTIONS FOR CORE COURSES (CONT.)

COURSE	DESCRIPTION
SOCIAL/BEHAVIORAL SCIENCES (SB)	
APR 221	Intro to Advertising (SB course required with "C-" or above for PR majors in 2021-22 catalog, if not taking APR 241)*
APR 231	Intro to Public Relations (SB course required with "C-" or above for PR majors in 2021-22 catalog, if not taking APR 241)*
EC 110	Principles of Microeconomics (SB course required with "C-" or above for advertising majors)
MC 101	Introduction to Mass Communication (SB course required with "C-" or above for advertising and PR majors in 2021-22 catalog)
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 (COM 219 honors equivalent)
GY 105	World Regional Geography
GY 110	People, Places and Environment
HD 101	Life Span Human Development (HD 102 honors equivalent)
JCM 100	Introduction to Story
PSC 101	Intro to American Politics
PY 101	Intro to Psychology (PY 105 honors equivalent)
SOC 101	Intro to Sociology
WRITING (W)* (Two required)	
For PR majors:	APR 303, JCM 303 and/or APR 332 in the major
For ADV general majors and ADV consumer specialization	APR 302 and APR 423 in the major**
For ADV creative specialization art directors	APR 302 and APR 310 in the major**
For ADV creative specialization copywriters	APR 302, APR 310 and/or APR 322 in the major
*Must earn C- or above	
**Can substitute APR 302 with a W-designated MC 400-level or minor course if in a catalog earlier than 2021-22, such as MC 409, MC 413, MC 421 and MC 425	

COURSE	DESCRIPTION
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: Students placed directly into introductory/elementary II level (102), accelerated/intensive review (103), intermediate level (201/202), or a higher level foreign language course where 201/202 is a prerequisite will be considered as having satisfied this requirement in one semester.	
COMPUTER SCIENCE (C)	
CIS 250	Intro to Design Software (required for advertising & PR majors in 2021-22 catalog)
CIS 260	Intro to Media Research software (required for advertising & PR majors in 2021-22 catalog)
CS 102	Computer Applications
CS 202	Web Foundations
CS 285	Intro to Spreadsheets
CS 302	Database Applications
CS 305	Advanced Database Applications (Prerequisite: CS 302 with grade of C- or above)
CS 312	Website Design (Prerequisite: CS 202 with grade of C- or above)
CS 385	Advanced Spreadsheets (Prerequisite: CS 285 with grade of C- or above)
CS 340	Legal & Ethical Issues in Computing
CS 345	Advanced Legal & Ethical Issues in Computing (Prerequisite: CS 340 with grade of C- or above)
CSM 441	Consumer Communications (Prerequisite: CS 102 or CSM 101)
CSM 447	Advanced Digital Tools
ST 260	Statistical Data Analysis (Prerequisite: MATH 112, 115, 121, 125, 145 or 146)

PRACTICAL STUDIES GUIDE

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 oncampus job interviews: <https://career.sa.ua.edu/handshake/>. 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/>. In addition, 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.
- The A+PR internship coordinator or APR faculty member who agrees to be the student's faculty sponsor will initiate the APR 100 application approval process once the student has provided a brief description of the shadow opportunity or practical experience responsibilities.

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 the student's résumé.

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.



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 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



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

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 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 digital 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

FACULTY AREAS OF EXPERTISE

FACULTY	TEACHING AREAS	RESEARCH INTERESTS / AREAS
ADVERTISING		
MR. MARK BARRY	Creative, Art Direction, Copywriting	Creative Communications
DR. NANCY BRINSON	Media Planning, Account Planning, Integrated Communication Management	Media Effects, Advertising Personalization, Information Privacy & Policy
MR. JARED GEORGE	Graphic Design, Visual Media, Art Direction, Creative	Visual Communication, Adobe Software, Photography, Design Skills
DR. JAMESON HAYES	Advertising Strategy & Media, Advertising Management, Theory, Social Media	Emerging Media Brand Communication & Relationships, Emerging Media Economics, Advertising Theory Development
DR. STEVEN HOLIDAY	Persuasion Theory, Management, Research Methods	Family & Media, Advertising Literacy Development, Nontraditional Advertising
DR. HYOUNGKOO KHANG	Campaigns, Management, Research Methods	Self Traits & New Media, Political Advertising, Cultural Dimensions
DR. JIHOON "JAY" KIM	Advertising Management & Research, Consumer Psychology	Immersive VR Experience, Emerging Media Brand Communication, Sports Communication
DR. LANCE KINNEY	Advertising Strategy & Media, Advertising Management, Research	Event Sponsorship, Advertising Effectiveness, MassMedia Effects
DR. DONG JAE (JAY) LIM	Ad Management, Research Methods, Campaigns	Advertising Literacy, Public Service Announcements for Sustainability Goals, and Consumer Psychology
MR. JAY WATERS	AdTeam, Media Planning, Agency Management, Strategy & Insights	
ADVERTISING/PUBLIC RELATIONS		
DR. BRIAN C. BRITT	Research Methods, Theory	Computational Social Science, Online Organizations, Network Evolution, Research Methodology, Psychometric Validation
DR. KENON BROWN	Research & Strategic Planning, Management, Campaigns	Image & Reputation MGT, Sports Media, Minority Recruitment & Retention in Mass Comm
MS. SUSAN DARIA	Creative, Concepting & Implementation, Campaigns, Community Engaged Learning	
MS. TERI HENLEY, APR	Capstone Agency, Bateman Team, Campaigns	Nonprofit Communications, Community Engaged Learning, Campaigns
MR. RANDALL HUFFAKER	Creative, Social Media	
MR. MIKE LITTLE	Campaigns, Creative	
MS. TRACY SIMS, APR	Platform Magazine, Campaigns, Writing	
MS. JANET WALKER	Graphic Design, Art Direction, Creative, Copywriting, Typography	Information Design, Organizational Design, Social Good & Design
PUBLIC RELATIONS		
DR. COURTNEY BOMAN	Public Relations Writing, Research Methods, Crisis Communication	Crisis Communication, Risk Communication, Disinformation, Positive Communication, Corporate Social Advocacy
DR. KARLA GOWER	Management, Writing;	PR History, Legal Issues Affecting PR, Crisis Communication
DR. SUZANNE HORSLEY	PR Campaigns, PR Writing, Crisis Communication	Crisis Communication, Disaster Management, Government Communication
DR. EYUN-JUNG KI	PR Management, PR Campaigns, PR Theories	Organization-Public Relationship Management & Its Measurement; New Technologies (Social Media) in PR; Organization Sustainability Communications; Relationship Cultivation Strategies; PR Effectiveness Measurement; Public Relations Ethics; International Public Relations; Crisis Management; Thematic Meta-analysis
DR. SEOYEON KIM	PR Theories, PR Campaigns, Crisis Management;	Corporate Social Responsibility, Crisis Communication, Health Communication
DR. LAURA LEMON	PR Writing and Campaigns;	Internal Communication, Employee Engagement, Social Media, Mindfulness
DR. MATTHEW VANDYKE	Introduction to Public Relations; PR Writing; PR Campaigns; PR Management; Research	Research Areas: Science, Environmental & Risk Communication; Science Public Relations; Media Processes & Effects
DR. DAMION WAYMER, A+PR DEPARTMENT CHAIR	Issues Management, Reputation Management, PR Theories	Issues Management, Diversity Issues in PR, Corporate Social Responsibility, PR Education
MR. MATTHEW WISLA	Strategic Thinking, PR Writing	