### PHASE ONE

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

- **APR 221 (3)** Intro. to Advertising
- **APR 260 (1)** Software Applications I
- **MC 101 (3)** Intro. to Mass Communication
- **JCM 103 (1)** Mechanics of Media Writing

* Formerly known as JN 150.

### PHASE TWO

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

- **APR 270 (3)** Strategic Thinking (AD)
- **APR 280 (3)** Investigation and Insights
- **APR 320 (3)** Creative Thinking
- **APR 325 (3)** Digital and Social Media
- **APR 300 (3)** Basic Principles of Design (OPTIONAL)

* Or

- **APR 221 (3)** Intro. to Advertising
- **APR 325 (3)** Digital and Social Media

### PHASE THREE

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

- **APR 422 (3)** Channel Planning
- **APR 423 (3)** W Management
- **APR 421 (3)** Account Planning

### PHASE FOUR

All courses in the AD major are prerequisites to APR 424.

- **APR 424 (3)** Advertising Campaigns

* not typically offered in the summer

### ADDITIONAL REQUIREMENTS:

- **EC 110 (3)** Principles of Microeconomics
- **MC 401 (3)** Mass Media Law

MATH 100 or higher is a prerequisite to EC 110.

EC 110 must be taken before APR 424.

* THIS DEGREE PATH WILL TAKE AT LEAST FOUR SEMESTERS TO COMPLETE.

---

**ADVERTISING DEGREE PATH: CONSUMER SPECIALIZATION**

32-35 CREDIT HOURS

**APR**

THE UNIVERSITY OF ALABAMA

ADVERTISING + PUBLIC RELATIONS