# Advertising Degree Path: Creative Specialization

**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

**Phase Two**

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

- **APR 270 (3)** Strategic Thinking (AD)
- **APR 300 (3)** Basic Principles of Design
- **APR 280 (3)** Investigation and Insights
- **APR 310 (3) W** Concepting

**Phase Three**

After APR 310, creative specialists will be identified as art directors or copywriters and take appropriate courses thereafter.

Note: courses that are intended to be taken during the same semester.

- **ART DIRECTORS**
  - **APR 410 (3)** Portfolio I
  - **APR 323 (3)** Art Direction Seminar
  - **APR 301 (1)** Software Applications II

- **COPYWRITERS**
  - **APR 322 (3) W** Copywriting Seminar
  - **APR 325 (3)** Digital and Social Media

**Phase Four**

Note courses that are intended to be taken during the same semester.

- **ART DIRECTORS**
  - **APR 411 (3)** Portfolio II
  - **APR 401 (1)** Software Applications III

- **COPYWRITERS**
  - **APR 411 (3)** Portfolio II

**Phase Five**

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

- **APR 424 (3)** Advertising Campaigns
- **APR 380 (1)** Independent Study

**Additional Requirements:**

- **EC 110 (3)** Principles of Microeconomics
  - MATH 100 or higher is a prerequisite to EC 110. EC 110 must be taken before APR 424.

- **MC 401 (3)** Mass Media Law
  - Also required for this major (prerequisite: 61 credit hours): Mechanics of Media Writing

- **JCM 103 (1)** Mechanics of Media Writing

*Formerly known as JN 150.*

**Note:** APR 410, APR 323 and APR 301 are intended to be taken during the same semester.

**Note:** APR 410 and APR 322 are intended to be taken during the same semester.

**Note:** APR 411 and APR 401 are intended to be taken together during the same semester.

**Note:** APR 411 and APR 401 are not typically offered in the summer.

**APR 424 (3)**

Creative specialists who wish to continue developing their portfolio may opt to take a 1-hr. independent study course that meets with APR 411 (with instructor permission and after Phase Four).

**Admission to Creative Specialization by Application Is Required**

**35-39 Credit Hours**

*This degree path will take at least five semesters to complete.*

**The University of Alabama Advertising + Public Relations**