

**ADVERTISING MINOR:
20 CREDIT HOURS**

This major will take at least three semesters to complete.



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

ALL COURSES IN A PHASE MUST BE COMPLETED BEFORE MOVING TO THE NEXT PHASE.

PHASE ONE

APR 221 (3)

INTRODUCTION TO
ADVERTISING

APR 260 (1)

SOFTWARE
APPLICATIONS I

MC 101 (3)

INTRODUCTION TO
MASS COMMUNICATION

JCM 103 (1)

MECHANICS OF
MEDIA WRITING

PHASE TWO

APR 270 (3)

STRATEGIC
THINKING
(AD)

APR 280 (3)

INVESTIGATION
AND INSIGHTS

APR 300 (3)

BASIC PRINCIPLES
OF DESIGN

APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR.

PHASE THREE

APR 422 (3)

CHANNEL
PLANNING