

**PUBLIC RELATIONS MINOR:
23-26 CREDIT HOURS**

This minor 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 231 (3)

INTRODUCTION TO
PUBLIC RELATIONS

APR 260 (1)

SOFTWARE
APPLICATIONS I

MC 101 (3)

INTRODUCTION TO
MASS COMMUNICATION

JCM 103 (1)

MECHANICS OF
MEDIA WRITING

PHASE TWO

APR 271 (3)

STRATEGIC
THINKING
(PR)

APR 280 (3)

INVESTIGATION
AND INSIGHTS

APR 300 (3)

BASIC PRINCIPLES
OF DESIGN

JCM 303 (3) W

NEWS WRITING
AND REPORTING

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

PHASE THREE

APR 332 (3) W

PUBLIC RELATIONS
WRITING

**PHASE FOUR
(OPTIONAL)**

APR 415 (3)

ONLINE MAGAZINE
WRITING
**application required*