After completing APR 332, students who wish to pursue a specialization in public relations will choose one course from the options listed. Select the course that most interests you and/or relates to the type of career you wish to pursue.

APR 433, an 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.

NOTE: Must take specialization course (APR 428, APR 429 or APR 430) prior to APR 433.
PHASE FOUR: ALL SPECIALISTS MUST CHOOSE ONE OF THE FOLLOWING PR ELECTIVES FOR WHICH APR 332 IS A PREREQUISITE.

NONPROFIT COMMUNICATION MANAGEMENT

APR 428 (3) NONPROFIT COMMUNICATIONS SPECIALIZATION COURSE

CHOOSE A DEPTH COURSE

- APR 490 - ARTS VENUE MANAGEMENT AND MARKETING
  Prerequisites: MC 101 and 61 hours.
- HES 450 - VOLUNTEERISM AND CIVIC RESPONSIBILITY
- PSC 321 - SPECIAL TOPICS: AMERICAN PUBLIC POLICY
- PSC 365 - INTRO TO ENVIRONMENTAL POLICY
- PSC 464 - THE POLITICS OF HEALTH POLICY
  Prerequisites: PSC adviser approval and 61 hours.
- TH 470 - THEATRE MANAGEMENT
  Prerequisite: TH 120 or TH 220.

NOTE: ALL DEPTH COURSES ARE SUBJECT TO AVAILABILITY AND MAY NOT BE TAUGHT EACH SEMESTER.

SPORT AND ENTERTAINMENT COMMUNICATION MANAGEMENT

APR 429 (3) SPORT AND ENTERTAINMENT MRKT AND PROMO SPECIALIZATION COURSE

CHOOSE A DEPTH COURSE

- APR 490 - ARTS VENUE MANAGEMENT AND MARKETING
- APR 490 - SPORTS INFORMATION
- MC 495 - SPORTS, NEWS AND SOCIETY
  APR 490/MC 495 Prerequisites: MC 101 and 61 hours.
- CSM 381 - CONSUMER MARKETING MANAGEMENT
- MUS 315 - MUSIC MANAGEMENT ACTIVITY
  Note: Student must combine the 2-hour MUS 315 with 1 hour of APR 100.
- TH 470 THEATRE MANAGEMENT
  Prerequisite: TH 120 or TH 220.

NOTE: ALL DEPTH COURSES ARE SUBJECT TO AVAILABILITY AND MAY NOT BE TAUGHT EACH SEMESTER.

TECHNOLOGICAL AND DIGITAL COMMUNICATION MANAGEMENT

APR 430 (3) TECH AND DIGITAL COMMUNICATIONS SPECIALIZATION COURSE

CHOOSE A DEPTH COURSE

- APR 490 - SOCIAL MEDIA OR APR 325* - DIGITAL AND SOCIAL MEDIA
- APR 490 - DIGITAL MULTIMEDIA PRODUCTION
- APR 490 - TWITCH: CONTENT MARKETING COMMUNICATIONS
  APR 490 Prerequisites: MC 101 and 61 hours.
  *Must submit permit request for APR 325: cis.ua.edu/current-students/course-over-ride.
- CSM 440 - MAXIMIZING USE OF SOCIAL MEDIA MARKETING
- CSM 447 - DIGITAL TOOLS
  Prerequisite: CSM 101 or CS 102.

NOTE: ALL DEPTH COURSES ARE SUBJECT TO AVAILABILITY AND MAY NOT BE TAUGHT EACH SEMESTER.

PHASE FOUR: ALL SPECIALISTS MUST CHOOSE ONE OF THE FOLLOWING PR ELECTIVES FOR WHICH APR 332 IS A PREREQUISITE.

*APR 415 (3) W ONLINE MAGAZINE WRITING
APR 419 (3) PR CONCEPTING AND IMPLEMENTATION
APR 423 (3) W A+PR MANAGEMENT
**APR 490 (3) SPECIAL TOPICS
Prerequisites: MC 101 and 61 hours

APR 425 (3) CRISIS AND EMERGENCY MANAGEMENT
APR 426 (3) INTERNATIONAL PUBLIC RELATIONS
APR 427 (3) PUBLIC RELATIONS LEADERSHIP

* Application required.
** An approved substitute; must be different topic than depth course.