OUR MISSION:

to prepare highly competent, socially conscious and engaged leaders to shape the future of global advertising and public relations

STUDENTS, you are here to become leaders; to shape the future of advertising and public relations in a socially conscious manner. You are here to do the extraordinary, not just what is expected. The faculty encourages you to be passionate about your work, fluent in your discipline and engaged as learners.

We are your partners in these endeavors.
### CORE

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Freshman Composition</td>
<td>6</td>
</tr>
<tr>
<td>EN 101</td>
<td>3</td>
</tr>
<tr>
<td>EN 102</td>
<td>3</td>
</tr>
<tr>
<td>Humanities and Fine Arts</td>
<td>12</td>
</tr>
<tr>
<td>FA</td>
<td>3</td>
</tr>
<tr>
<td>EN literature course</td>
<td>3</td>
</tr>
<tr>
<td>EN literature course</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 (at least &quot;C-&quot; required)</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science and Math</td>
<td>11</td>
</tr>
<tr>
<td>NS</td>
<td>3 / 4</td>
</tr>
<tr>
<td>- NS lab</td>
<td>1 / 0</td>
</tr>
<tr>
<td>NS</td>
<td>3 / 4</td>
</tr>
<tr>
<td>- NS lab</td>
<td>1 / 0</td>
</tr>
<tr>
<td>MATH (MATH 110, 112 or higher; at least a &quot;C-&quot; required)</td>
<td>3</td>
</tr>
<tr>
<td>History and Social/Behavioral Science</td>
<td>12</td>
</tr>
<tr>
<td>HY</td>
<td>3</td>
</tr>
<tr>
<td>EC 110 (at least &quot;C-&quot; required)</td>
<td>3</td>
</tr>
<tr>
<td>MC 101 (at least &quot;C-&quot; required)</td>
<td>0*</td>
</tr>
<tr>
<td>APR 221 (at least &quot;C-&quot; required)</td>
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<tr>
<td>Foreign Language or Computer Science</td>
<td>6-8</td>
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<td></td>
<td>3 / 4</td>
</tr>
<tr>
<td></td>
<td>3 / 4</td>
</tr>
<tr>
<td>Writing</td>
<td>6</td>
</tr>
<tr>
<td>APR 423</td>
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<tr>
<td>MC 400-level or other advisor-approved course with &quot;W&quot; designation</td>
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### MAJOR

#### MAJOR REQUIREMENTS

Major courses require a C- or above.

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MC 101</td>
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</tr>
<tr>
<td>JCM 103</td>
<td>1</td>
</tr>
<tr>
<td>APR 260</td>
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</tr>
<tr>
<td>APR 221</td>
<td>3</td>
</tr>
<tr>
<td>APR 270</td>
<td>3</td>
</tr>
<tr>
<td>APR 280</td>
<td>3</td>
</tr>
<tr>
<td>APR 300</td>
<td>3</td>
</tr>
<tr>
<td>APR 422</td>
<td>3</td>
</tr>
<tr>
<td>MC 401</td>
<td>3</td>
</tr>
<tr>
<td>MC 400-level elective or APR 490</td>
<td>3</td>
</tr>
<tr>
<td>APR 423 (W)</td>
<td>3</td>
</tr>
<tr>
<td>APR 424**</td>
<td>3</td>
</tr>
</tbody>
</table>

**May not be offered in summer.

### MINOR

#### MINOR REQUIREMENTS

(18-27 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
</table>

#### SECOND MAJOR/MINOR

(18-27 hours)

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
</table>

### ELECTIVES

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
</table>

*Note: At least 72 hours are required outside of APR, JCM and MC.

**Note: At least one minor is required. The student may opt to complete a second major instead of a..."
## ADVERTISING MAJOR:
**GENERALIST PATH**
32 CREDIT HOURS
This major will take at least four semesters to complete.

### 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

#### PHASE THREE
- **APR 422 (3)** CHANNEL PLANNING
- **APR 423 (3) W** A+PR MANAGEMENT

#### PHASE FOUR
- **APR 424 (3)** ADVERTISING CAMPAIGNS

APR 424, an experiential learning course, affords students the opportunity to plan, execute and present a complete advertising campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.

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

### ADDITIONAL REQUIREMENTS
- **EC 110 (3)** PRINCIPLES OF MICROECONOMICS
  - NOTE: * MATH 100 or higher is a prerequisite to EC 110.
  - * EC 110 must be taken before APR 424.
  - * It is highly recommended that you complete EC 110 prior to taking APR 422.

- **MC 401 (3)** MASS MEDIA LAW
  - NOTE: * Prerequisites: MC 101 and 61 hours

- **MC 400-level elective or APR 490 (3)**
  - NOTE: * Prerequisites: MC 101 and 61 hours

* May not be offered during the summer.
## Freshman Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 260 Design Applications</td>
<td>1</td>
</tr>
<tr>
<td>JCM 103 Mechanics of Writing</td>
<td>1</td>
</tr>
<tr>
<td>MC 101 Introduction to Mass Comm. (SB)</td>
<td>3</td>
</tr>
<tr>
<td>EN 101 Freshman Composition I (FC)</td>
<td>3</td>
</tr>
<tr>
<td>History (HI)</td>
<td>3</td>
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<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
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## Sophomore Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>APR 280 Investigation and Insights</td>
<td>3</td>
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<tr>
<td>EC 110 Principles of Microeconomics (HU)</td>
<td>3</td>
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<tr>
<td>First literature course (L)</td>
<td>3</td>
</tr>
<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3-4</td>
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<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15–16</strong></td>
</tr>
</tbody>
</table>

---

You must have an overall GPA of 2.0 or better and “C-” or better in all prerequisite courses BEFORE you may take 300- or 400-level College of Communication and Information Sciences (APR, COM, JCM and MC) courses.

## Junior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>APR 300 Basic Principles of Design</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 Public Speaking (HU)</td>
<td>3</td>
</tr>
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<td>Fine arts (FA)</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Natural science with lab (N)</td>
<td>4</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
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</tbody>
</table>

## Senior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>APR 423 Management (W)</td>
<td>3</td>
</tr>
<tr>
<td>MC 401 Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Minor or elective</td>
<td>3</td>
</tr>
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<td>Elective</td>
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<tr>
<td><strong>Total</strong></td>
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</table>

*These three hours can be satisfied by a “W” core class in 1) an MC 400-level (such as MC 409, 413, 421 and 425), 2) a minor course or 3) a general elective.*
ADVERTISING MAJOR: CONSUMER SPECIALIST PATH
32-35 CREDIT HOURS
This major will take at least four semesters to complete.

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 325 (3) DIGITAL AND SOCIAL MEDIA
- APR 490 (3) PITCHING (or APR 320)

PHASE THREE
- APR 421 (3) ACCOUNT PLANNING
- APR 422 (3) CHANNEL PLANNING
- APR 423 (3) W A+PR MANAGEMENT

PHASE FOUR
- APR 424 (3) ADVERTISING CAMPAIGNS
  * May not be offered during the summer

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.
  * It is highly recommended that you complete EC 110 prior to taking APR 422.
- MC 401 (3) MASS MEDIA LAW
  * Prerequisites: MC 101 and 61 hours

ADMISSION TO CONSUMER SPECIALIZATION IS REQUIRED BY APPLICATION IN THE SPRING.

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

NOTE:
* MATH 100 or higher is a prerequisite to EC 110.
* EC 110 must be taken before APR 424.
* It is highly recommended that you complete EC 110 prior to taking APR 422.
**ADVERTISING MAJOR: CONSUMER SPECIALIST PATH SUGGESTED COURSE PLAN**

120 SEMESTER HOURS NEEDED FOR GRADUATION

### Freshman Year

- MC 101 Introduction to Mass Comm. (SB) ——— 3
- APR 260 Design Applications ———— 1
- JCM 103 Mechanics of Writing ———— 1
- EN 101 Freshman Composition I (FC) ——— 3
- History (HI) ———— 3
- Elective ———— 3
  
  Total: 14

### Sophomore Year

- APR 270 Strategic Thinking (AD) ———— 3
- APR 280 Investigation and Insights ———— 3
- Elective ———— 3
- First literature course (L) ———— 3
- Foreign language (FL) or computer science (C) ——— 3-4
  
  Total: 15-16

### Junior Year

- APR 320 Creative Thinking or
- APR 325 Digital and Social Media or
- APR 490 Pitching ———— 3
- COM 123 Public Speaking (HU) ——— 3
- Minor ——— 3
- Natural science with lab (N) ——— 4
  
  Total: 16

### Senior Year

- APR 423 Management (W) ———— 3
- MC 401 Mass Communication Law ———— 3
- Minor ——— 3
- Minor ——— 3
- Natural science with lab (N) ——— 4
  
  Total: 16

- APR 424 ADV Campaigns ———— 3
- Minor or elective ———— 3
- Minor or elective ———— 3
- Elective ———— 3
- Elective ———— 2
  
  Total: 14

---

*These three hours can be satisfied by a "W" core class in 1) an MC 400-level (such as MC 409, 413, 421 and 425), 2) a minor course or 3) a general elective.*

---

*You must have an overall GPA of 2.0 or better and “C-“ or better in all prerequisite courses BEFORE you may take 300- or 400-level College of Communication and Information Sciences (APR, COM, JCM and MC) courses.*
ADVERTISING MAJOR: CREATIVE SPECIALIST PATH
37-41 CREDIT HOURS
This major will take at least five semesters to complete.

**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

**ADMISSION TO CREATIVE SPECIALIZATION IS REQUIRED BY APPLICATION IN THE SPRING.**

**PHASE TWO**
- APR 270 (3) STRATEGIC THINKING (AD)
- APR 280 (3) INVESTIGATION AND INSIGHTS
- APR 300 (3) BASIC PRINCIPLES OF DESIGN
- APR 310 (4) W CONCEPTING

**PHASE THREE**
After APR 310, creative specialists will be identified as art directors or copywriters and take appropriate courses thereafter. Art directors should take APR 410, APR 323 and APR 301 during the same semester. Copywriters should take APR 410 and APR 322 during the same semester.

**PHASE FOUR**
Art directors should take APR 411 and APR 401 during the same semester. Copywriters need only APR 411.

**PHASE FIVE**
Creative specialists who wish to continue developing their portfolio may opt to take a 3-hour APR 490 Portfolio III course that meets with APR 411 (with instructor permission and after Phase Four).

**ADDITIONAL REQUIREMENTS**
- **MC 401 (3)** MASS MEDIA LAW
  - NOTE: * Prerequisites: MC 101 and 61 hours

**EC 110 (3) PRINCIPLES OF MICROECONOMICS**
- NOTE: * MATH 100 or higher is a prerequisite to EC 110.
  * EC 110 must be taken before APR 424.
  * It is highly recommended that you complete EC 110 prior to taking APR 422.
### Freshman Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MC 101 Introduction to Mass Comm. (SB)</td>
<td>3</td>
</tr>
<tr>
<td>APR 260 Design Applications</td>
<td>1</td>
</tr>
<tr>
<td>JCM 103 Mechanics of Writing</td>
<td>1</td>
</tr>
<tr>
<td>EN 101 Freshman Composition I (FC)</td>
<td>3</td>
</tr>
<tr>
<td>Fine arts (FA)</td>
<td>3</td>
</tr>
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<td>Elective</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
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<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>APR 221 Introduction to Advertising (SB)</td>
<td>3</td>
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<td>History (HI)</td>
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<tr>
<td>EN 102 Freshman Composition II (FC)</td>
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<tr>
<td>MATH 110 or higher or equivalent (MA)</td>
<td>3</td>
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<td>Elective</td>
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<tr>
<td><strong>Total</strong></td>
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### Sophomore Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>APR 270 Strategic Thinking (AD)</td>
<td>3</td>
</tr>
<tr>
<td>APR 280 Investigation and Insights</td>
<td>3</td>
</tr>
<tr>
<td>EC 110 Principles of Microeconomics (HU)</td>
<td>3</td>
</tr>
<tr>
<td>First literature course (L)</td>
<td>3</td>
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<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3-4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15-16</strong></td>
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<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>APR 300 Basic Principles of Design</td>
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<td>Minor</td>
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<td>Second literature course (L)</td>
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<tr>
<td>Elective</td>
<td>3</td>
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<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3-4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15-16</strong></td>
</tr>
</tbody>
</table>

You must have an overall GPA of 2.0 or better and “C-” or better in all prerequisite courses BEFORE you may take 300- or 400-level College of Communication and Information Sciences (APR, COM, JCM and MC) courses.

### Junior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>APR 310 Concepting (W)</td>
<td>3</td>
</tr>
<tr>
<td>MC 401 Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 Public Speaking (HU)</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Natural science with lab (N)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>APR 301 Software Applications I</td>
<td>1</td>
</tr>
<tr>
<td>APR 323 Art Direction Seminar</td>
<td>3</td>
</tr>
<tr>
<td>APR 410 Portfolio I</td>
<td>3</td>
</tr>
<tr>
<td>Minor or elective</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Minor or elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
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### Senior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>APR 401 Software Applications III</td>
<td>1</td>
</tr>
<tr>
<td>APR 411 Portfolio II</td>
<td>3</td>
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<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Minor</td>
<td>3</td>
</tr>
<tr>
<td>Natural science with lab (N)</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
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<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>APR 490 Portfolio III (optional but recommended)</td>
<td>3</td>
</tr>
<tr>
<td>APR 424 ADV Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>(W) course*</td>
<td>3</td>
</tr>
<tr>
<td>Minor or elective</td>
<td>3</td>
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<tr>
<td>Minor or elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

*These three hours can be satisfied by a "W" core class in 1) an MC 400-level (such as MC 409, 413, 421 and 425), 2) a minor course or 3) a general elective.
# Advertising Major: Creative Path for Copywriters

## Suggested Course Plan

*120 Semester Hours Needed for Graduation*

### Freshman Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 101 Introduction to Mass Comm. (SB)</td>
<td>3</td>
</tr>
<tr>
<td>EN 101 Freshman Composition I (FC)</td>
<td>3</td>
</tr>
<tr>
<td>APR 260 Design Applications</td>
<td>1</td>
</tr>
<tr>
<td>JCM 150 Mechanics of Writing</td>
<td>1</td>
</tr>
<tr>
<td>History (HI)</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
</tr>
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</table>

### Sophomore Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>APR 270 Strategic Thinking (AD)</td>
<td>3</td>
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<td>APR 280 Investigation and Insights</td>
<td>3</td>
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<tr>
<td>First literature course (L)</td>
<td>3</td>
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<td>3</td>
</tr>
<tr>
<td>Foreign language (FL) or computer science (C)</td>
<td>3-4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15-16</strong></td>
</tr>
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</table>

### Junior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>APR 310 Concepting (W)</td>
<td>3</td>
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<td>MC 401 Mass Communication Law</td>
<td>3</td>
</tr>
<tr>
<td>COM 123 Public Speaking (HU)</td>
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<tr>
<td>Minor</td>
<td>3</td>
</tr>
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<td>4</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
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### Senior Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>APR 411 Portfolio II</td>
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<td>Minor or elective</td>
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<tr>
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<td>4</td>
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### Notes

You must have an overall GPA of 2.0 or better and “C-” or better in all prerequisite courses BEFORE you may take 300- or 400-level College of Communication and Information Sciences (APR, COM, JCM and MC) courses.
2019-20 MINORS FOR A+PR MAJORS
*This list is not comprehensive. Always see your minor advisor for guidance in course selection.

**College of Business Minors**
- **Accounting:** https://catalog.ua.edu/undergraduate/commerce-business-administration/accountancy
- **Actuarial Science; Economics; Finance; Personal Wealth Management; Real Estate: Risk Management, Insurance, and Financial Services:** https://catalog.ua.edu/undergraduate/commerce-business-administration/economics-finance-legal-studies/
- **Statistics:** https://catalog.ua.edu/undergraduate/commerce-business-administration/information-systems-statistics-management-science/
- **Entrepreneurship; General Business; Human Resource Management; Management; Management Communication:** https://catalog.ua.edu/undergraduate/commerce-business-administration/management/
- **International Business; Sales; Services Marketing:** https://catalog.ua.edu/undergraduate/commerce-business-administration/marketing/

**Other Minors**
- **African American Studies (21 hours):** AAST 201 or AMS 201; AAST 249 or EN 249; AAST 302; AAST 303; AAST 319 or HY 319; HY 320; AAST 352; AAST 401; AAST 435.
- **American Studies (21 Hours):** AMS 150, AMS 151, 3 hours from one of the following: AMS 203, 204, 205, or 206; AMS 231; AMS 400-level (except AMS 400); 6 hours of AMS electives, 3 of which must be at the 300/400 level; 6 hours of ancillary courses: see catalog.ua.edu for list.
- **Anthropology (18 hours):** 6 hours from the following: ANT 100, 102, 107, 210, 270; 12 hours of ANT courses, 6 of which must be at the 300/400 level.
- **Art (studio) (21 hours):** 6 hours from the following: ART 110, 130, 131 and 210; 12 hours in ART electives, 6 of which must be at the 300/400 level; and 3 hours in an ARH 300/400 level.
- **Art History (21 hours):** 6 hours from the following: ARH 252, 253, or 254; 12 hours in ARH electives, 6 of which must be at the 300/400 level; and 3 hours in an ART elective.
- **Communication Studies (18 hours):** COM 100 or 101; 15 hours in COM electives, 6 of which must be at the 300/400 level.
- **Computing Technology and Applications (18 hours):** CS 102; 6 hours from one of the following course pairs: CS 202/312, CS 285/385, CS 302/305, CS 340/345; and 9 hours of additional coursework, commonly chosen from the following: CS 202, 285, 302, 305, 312, 340, 345, 385, and 391.
- **Consumer Sciences (18 hours):** CSM 201, CSM 204 or 205, CSM 303 or 381, and 9 hours of CSM electives (see catalog.ua.edu for list).
- **Creative Writing (21 hours):** EN 200; 6 hours in EN 408 (with different topics); and 12 hours in the following: EN 301; EN 303; EN 305; EN 307 or EN 313 or EN 317; and EN 308.
- **Criminal Justice (18 hours):** CJ 100, 6 hours in CJ electives at the 300/400 level, and 9 hours of CJ electives.
- **English (21 hours):** 9 hours in 200-level lit courses: EN 200, 201, 205 (or 215), 206 (or 216), 207, 208, 209 (or 219), 210 (or 220), 249, and 250; and 12 hours from EN electives at the 300/400 level.
- **Food and Nutrition (18 hours):** NHM 101, NHM 201, and 12 hours of NHM electives, 9 of which must be at the 300/400 level.
- **Foreign Language:** Chinese (18 hours), French (26 hours), German (22 hours), Greek (18 hours), Italian (20 hours), Japanese (29 hours), Latin (18 hours), Latin American, Carribbean and Latino Studies (21 hours), Russian (20 hours), Spanish (25-29 hours). See catalog.ua.edu for specific requirements.
- **Human Development and Family Studies (18 hours):** HD 202, HD 205, HD 302, HD 382, HD 462, and 3 hours of HD elective at the 300/400 level.
- **History (21 hours):** 6 hours in introductory courses: HY 101, 102, 103, 104, 105, 106, 107, 108, 111, 112, 113, 114, 115, 116, 117, 118; 15 hours of HY electives, 9 of which need to be at the 300/400 level.
- **International Studies (18 hours):** 6 hours from the following courses: ANT 102, EC 111, HY 105, HY 102 (or 106), and PSC 204; and a 12-hour field requirement in either international relations, international business, or peace and conflict studies, 6 of the hours must be taken at the 300/400 level. (see catalog.ua.edu for field requirement course lists)
- **Music (25 hours):** MUS 115, MUS 117, MUS 121 or 250, and MUA 010 (four semesters), 6 hours of 300/400 level MUS electives, 4 hours of MUA applied 100 level (four semesters), and 4 hours of MUA ensembles (four semesters).
- **Philosophy (18 hours):** 18 hours of PHL electives, 6 of which must be at the 300/400 level.
- **Political Science (21 hours):** PSC 101, 3 hours in one of the following: PSC 202, 203, 204, 205, or 206, 6 hours in 300/400 level PSC electives, and 9 hours must be taken from at least three subfields (see catalog.ua.edu for subfields).
- **Psychology (18 hours):** PY 101 and 15 hours of PY electives, 6 of which must be at the 300/400 level.
- **Public Policy (18-24 hours):** PSC 103 or 370, 3 hours from the following: PSC 201, 211, 312, 361, 443; 3 hours in one of the following: EC 110 or EC 308; 3 hours in research methods or data analysis, and 6-9 hours in public policy courses, and an optional 6-3 hours independent study (approved by minor advisor). See catalog.ua.edu for a course list.
- **Religious Studies (21 hours):** REL 100 or 105, REL 102, and 15 hours of REL electives (see catalog.ua.edu for course list).
- **Sociology (18 hours):** SOC 101, SOC 302, 12 hours of SOC electives, 6 of which must be at the 300/400 level.
- **Theatre (21 hours):** TH 291 (1 hour), 20 hours of TH electives, 6 of which must be at the 300/400 level.
- **Women’s Studies (18 hours):** WS 200, WS 430 or 470, and 12 hours of WS electives, 3 of which must be at the 300/400 level.
**Common Suggestions for Core Courses and Communication Electives**

### Freshman Composition (FC)
- EN 101 English Composition I
- EN 102 English Composition II
- EN 103 Advanced English Composition [satisfies (FC) core by itself]
- EN 104 BUI English Composition
- EN 120 English Composition for Non-Native Speakers I
- EN 121 English Composition for Non-Native Speakers II

### Fine Arts (FA)
- ARH 151 Intro to the Visual Arts (not for ART or ARH majors)
- ARH 252 Survey of Art I
- ARH 253 Survey of Art II
- ARH 254 Survey of Art III (non-Western art history)
- EN 200 Creative Writing (see course description for prerequisites: catalog.ua.edu)
- FA 200 Introduction to Fine Arts
- JCM 112 Motion Picture History and Criticism
- MUS 121 Intro to Listening (not for School of Music majors)
- MUS 122 Honors Intro to Listening
- MUS 250 Music in World Cultures
- NEW 212 Creativity (or NEW 213 Honors Creativity)
- TH 114 Intro to the Theatre
- UH 210 Honors Fine Arts

### Literature (L)
- English literature: EN 205 and EN 206 (or honors equivalents: EN 215 and EN 216)
- American literature: EN 209 and EN 210 (or honors equivalents: EN 219 and EN 220)
- World literature: EN 207 and EN 208
  - (Note: EN 207 is typically only offered in fall and EN 208 only in spring)
- African American literature: EN 249 (or AAST 249) and EN 250

### Natural Science (NS)
- AY 101/AY 102 (lecture/lab) Intro to Astronomy
- BSC 108 (emphasis on cellular biology)
- BSC 109 (emphasis on physiology; BSC 108 is not a prerequisite)
- GEO 101 (study of the Earth’s materials, processes, etc.)
- GEO 102 (Earth’s geologic history; GEO 101 is not a prerequisite)
- GEO 104 (geologic and other Earth hazards and how humans increase those hazards)
- GEO 105 (important Earth resources and the human impact on them)
- GY 101 (Earth-space relations, weather patterns, climate)
- GY 102 (Earth-surface processes, landscape, mapping; GY 101 is not prerequisite)
- NEW 243 Interdisciplinary Sciences
  - Note: Other NS courses such as CH 101, CH 102, BSC 114:115, BSC 116:117, PH 101, PH 102 also work.

### Mathematics (MA)
- Note: Students take a math placement exam that determines how many/which math courses they must take. MATH 110 Finite Mathematics, MATH 112 Precalculus Algebra, or higher (or equivalent) will satisfy the core. MATH 005 Remedial Math carries three hours’ credit only while the student is in the course; MATH 100 Intermediate Math counts as a three-hour general elective.

### Social/Behavioral Sciences (SB)
- ANT 100 Intro to Anthropology
- ANT 102 Intro Cultural Anthropology
- APR 101 Creativity and American Culture
- APR 221 Intro to Advertising (SB course required with “C-“ or above for advertising majors)
- APR 231 Intro to Public Relations (SB course required with “C-“ or above for PR majors)
- CJ 100 Intro to Criminal Justice
- COM 101 Principles of Human Communication
- COM 220 Interpersonal Communication
- EC 110 Principles of Microeconomics (SB course required with “C-“ or above for advertising majors)
- GY 105 World Regional Geography
- GY 110 People, Places and Environment
- HD 101 Life Span Human Development
- JCM 100 Introduction to Story
- MC 101 Introduction to Mass Communication (SB course required with “C-“ or above for advertising/PR majors)
Social/Behavioral Sciences (SB), cont.
PSC 101 Intro to American Politics
PY 101 Intro to Psychology (PY 105 honors equivalent)
SOC 101 Intro to Sociology

History (HI)
HY 101 Western Civilization to 1648 (HY 105 honors equivalent)
HY 102 Western Civilization since 1648 (HY 106 honors equivalent)
HY 103 American Civilization to 1865 (HY 107 honors equivalent)
HY 104 American Civilization since 1865 (HY 108 honors equivalent)
Other options: HY 111 Colonial Latin America, HY 112 Modern Latin America since 1808, HY 113 Asian Civilization to 1400, HY 114 Modern Asia since 1400, SW 200 History of Social Welfare U.S.
Note: Only one (HI) core course is required; a second (HI) course is optional and does not have to be in sequence with first (HI) course.

Foreign Language (FL)
FR 101 and 102 Elementary French
GN 101 and 102 Elementary German
IT 101 and 102 Elementary Italian
JA 101 and 102 Elementary Japanese
LA 101 and 102 Elementary Latin
RUS 101 and 102 Elementary Russian
SP 101 and 102 Elementary Spanish
Note: Some students will place into 201 or 202 for French, Italian, Japanese, Russian, Spanish or Latin and will thus satisfy the FL core.

Computer Science (C)
CS 102 Computer Applications
CS 202 Web Foundations
CS 285 Intro to Spreadsheets
CS 302 Database Applications
CS 305 Advanced Database Applications (Prerequisite: CS 302)
CS 312 Website Design (Prerequisite: CS 202)
CS 385 Advanced Spreadsheets (Prerequisite: CS 285)
CS 340 Legal & Ethical Issues in Computing
CS 345 Advanced Legal & Ethical Issues in Computing (Prerequisite: CS 340)
CMS 441 Consumer Communications (Prerequisite: CS 102 or CSM 101)
CSM 447 Advanced Digital Tools (Prerequisite: CSM 101)
ST 260 Statistical Data Analysis (Prerequisite: MATH 112, 115, 121, 125, 145 or 146)

Writing (W)
For PR majors: JCM 303 and APR 332 in the major
For ADV general majors and ADV consumer specialization: APR 423 in the major satisfies three hours and the other three hours can be satisfied a "W" class in an MC 400-level (such as MC 409, 413, 421 and 425), a minor course or a general elective
For ADV creative specialization (art directors): APR 310 in the major and the other three hours can be satisfied a "W" class in an MC 400-level (such as MC 409, 413, 421 and 425), a minor course or a general elective
For ADV creative specialization (copywriters): APR 310 and APR 322 in the major

Non-Required Communication Electives
(Require a C- or above) APR 100 Professional Exploratory
APR 221 Introduction to Advertising (for PR majors)
APR 231 Introduction to Public Relations (for ADV majors)
APR 380 Independent Study
JCM 100 Intro to Telecommunication and Film
JCM 112 Motion Picture History and Criticism (can also satisfy FA core)
JCM 145 Media Production for Nonmajors
JCM 146 Introduction to Sports Communication
JCM 200 Foundations for Journalism and Social Media
JCM 202 Introduction to Post Production (can also satisfy C core)
JCM 315 Adv. News Writing and Reporting (Prerequisite: JCM 303)
JCM 325 Sports Writing & Reporting (Prerequisite: JCM 303)
MC 400-level of student's choice
APR 100: Professional Exploratory • for a shadowing experience: 2.0 GPA and declared AD or PR major or minor; for a practical experience (such as an internship): 2.0 GPA and completion of Phase 2 coursework in the advertising or PR major or minor.
  • None.
  • None.
  • None.
  • Declared AD or PR major or minor.
  • APR 221, APR 260, JCM 103, and MC 101.
  • APR 231, APR 260, JCM 103, and MC 101.
  • APR 260, JCM 103, MC 101, and APR 221 or APR 231.
  • APR 260, JCM 103, MC 101 and APR 221 or APR 231.
  • Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101. Corequisite: APR 410.
  • Admission to creative specialization; APR 221, APR 260, JCM 103, and MC 101.
  • Admission to consumer specialization; APR 221, APR 260, JCM 103, and MC 101.
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310. Corequisite: APR 410.
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310. Corequisite: APR 410.
  • Instructor permission required.
  • MC 101, APR 231, APR 260, JCM 103, APR 271, APR 280, APR 300, JCM 303 and 20 hours in the major.
  • Permission of department chairman and faculty sponsor.
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 301, APR 310, APR 410, APR 323.
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310 (art directors), APR 410. Corequisite: APR 401 (art directors).
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, APR 410. Corequisite: APR 401 (art directors).
  • Permission of instructor; JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332.
  • JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332.
  • JCM 103, MC 101, APR 260, APR 270, APR 280, APR 300, APR 301, APR 310, APR 322, JCM 303.
  • JCM 103, MC 101, APR 260, APR 270, APR 280, APR 300, APR 301, APR 310, APR 410.
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310 (art directors), APR 325.
  • Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310 (art directors), APR 325.
  • Consumer specialization: MC 101, JCM 103, APR 260, APR 270, APR 280, and APR 320 or APR 325; General AD major: MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, and APR 300; and Public relations majors: MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, APR 300, and APR 332.
  • General AD major: JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 422, APR 423. Creative specialization: JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310,
APR 425: Crisis and Emergency Management*  
APR 426: International Public Relations*  
APR 427: Public Relations Leadership*  
APR 428: Nonprofit Communications  
APR 429: Sport and Entertainment Marketing and Promotions  
APR 430: Tech and Digital Communications  
APR 433: PR Campaigns*  
[Usually Not Offered in Summer]  

APR 490: Special Topics  
JCM 103: Mechanics of Writing  
JCM 303: News Reporting  
MC 101: Intro to Mass Communication  
MC 401: Mass Communication Law

APR 410, APR 418, and APR 322 or APR 323. Consumer specialization: JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 421, APR 422, APR 423, and APR 320 or APR 325.

- APR 425: Crisis and Emergency Management*  
  - MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 300, APR 332 and 20 hours in the major.

- APR 426: International Public Relations*  
  - MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 300, APR 332 and 20 hours in the major.

- APR 427: Public Relations Leadership*  
  - MC 101, JCM 103, APR 231, APR 260, APR 271, APR 280, JCM 303, APR 300, APR 332 and 20 hours in the major.

- APR 428: Nonprofit Communications  
  - MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300.

- APR 429: Sport and Entertainment Marketing and Promotions  
  - MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300.

- APR 430: Tech and Digital Communications  
  - MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, and APR 300.

- APR 433: PR Campaigns*  
  [Usually Not Offered in Summer]  
  - General PR major: JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332; three of the following: APR 415, APR 419, APR 423, APR 425, APR 426, and APR 427.  
  - PR specialization: JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332; one of the following: APR 415, APR 419, APR 423, APR 425, APR 426, or APR 427; and 6 hours of PR specialization courses.
  - MC 101 and senior standing.
  - None.
  - JCM 103, MC 101, and APR 231.
  - None.
  - MC 101 and junior standing (61 earned hours).

* All 300- and 400-level APR courses require “C-” or better in prerequisites and an overall GPA of 2.0 or better in addition to the prerequisites listed.

**Prerequisites for all 400-level MC courses:** junior standing (61 earned hours), MC 101, and 2.0 overall GPA.

**NOTE:** The Department of Advertising and Public Relations does not permit major courses to be taken out of sequence.
PRACTICAL STUDIES GUIDE

**APR 100 PROFESSIONAL EXPLORATORY**
The Professional Exploratory provides the student with one of the following, depending on qualifications: 1) an opportunity to shadow advertising or PR professionals in the workplace while being introduced to current practices and trends in the field or 2) an opportunity to gain practical experience (such as an internship) in the advertising or public relations field. Enrollment is by permission of the internship coordinator (or faculty sponsor) and the departmental chairman. In order to qualify for APR 100 as a shadow opportunity for one hour of credit on a Pass/Fail basis, the student must have an overall GPA of at least a 2.0 and be a declared advertising or PR major or minor.

In order to qualify for APR 100 as a practical experience opportunity for one to three hours of credit on a Pass/Fail basis, the student must have an overall GPA of a 2.0 and have completed Phase 2 of the advertising or PR major or minor coursework. This course is repeatable for a six-hour-credit maximum.

**NON-CREDIT INTERNSHIP**
- Students pursue non-credit internships on their own.
- Factors such as length, timing and nature of the advertising or public relations experience are between the employer and the student.
- No academic credit is received for this type of internship, though the internship should be noted on your résumé.
- See 412 Phifer for an application after an APR faculty member agrees to be your faculty sponsor.

**APR 380 INDEPENDENT STUDY**
- Analysis of advanced theoretical issues in commercial persuasive communication. Students wishing to enroll in APR 380 Independent Study must prepare a detailed proposal of what will be included in the course based upon prior discussion with a faculty member of their choice.
- The proposal must be submitted to and approved by both the sponsoring faculty member and the Department Chairman before registering for APR 380. The sponsoring faculty member has some flexibility in determining the point at which a student enters into the independent study agreement.
- The sponsoring faculty member will evaluate the student’s performance based upon project-specific factors.
- Depending on the nature of the project, students may earn 1-9 hours of academic credit (tuition required).
- Students will receive a letter grade for this course.
- As an alternative to APR 380, students may earn independent study credit through New College. Visit the New College office (201 Lloyd Hall) for more information.
- APR 380 should not be confused with distance education courses offered through the College of Continuing Studies.
- See 412 Phifer for an application after an APR faculty member agrees to be your faculty sponsor.

An internship is not required for the PR or advertising major, but we recommend that you complete at least one internship before graduation. The University’s online recruiting system, Handshake, provides information on job opportunities and on-campus job interviews: [https://career.sa.ua.edu/handshake/](https://career.sa.ua.edu/handshake/). You will need to activate your account and upload a current résumé. The C&IS internship page also provides info on current advertising and PR internships and job opportunities: [https://cis.ua.edu/internships/](https://cis.ua.edu/internships/). In addition, see postings on the large board near 412 Phifer (A+PR Main Office) or go to 2615 Capital (Mr. Wisla), 418-B Phifer (Ms. Daria), or 418-D Phifer (Ms. Sims) for advertising and PR internship opportunities.
Faculty Areas of Expertise

Advertising

Mr. Mark Barry
Teaching Areas: Creative, Art Direction, Copywriting; Research Interests: Creative Communications

Dr. Nancy Brinson
Teaching Areas: Media Planning, Account Planning, Integrated Communication Management; Research Interests: Media Effects, Advertising Personalization, Information Privacy & Policy

Dr. Caryl Cooper
Teaching Areas: Channel Planning, History, Media Management; Research Interests: Advertising & PR History, Minorities in Advertising

Mr. Jared George

Dr. Jameson Hayes

Dr. Steven Holiday
Teaching Areas: Persuasion Theory, Management, Research Methods; Research Areas: Family & Media, Advertising Literacy Development, Nontraditional Advertising

Dr. Hyoungkoo Khang
Teaching Areas: Campaigns, Management, Research Methods
Research Interests: Self Traits & New Media, Political Advertising, Cultural Dimensions

Dr. Lance Kinney
Teaching Areas: Advertising Strategy & Media, Advertising Management, Research; Research Interests: Event Sponsorship, Advertising Effectiveness, Mass Media Effects

Dr. Joe Phelps
Teaching Areas: Theory, Management; Research Interests: Consumer Information Privacy, Integrated Communications, Persuasion via Narrative Messages

Mr. Jay Waters
Teaching Areas: AdTeam, Media Planning, Agency Management, Strategy & Insights

Advertising/Public Relations

Dr. Brian C. Britt
Teaching Areas: Research Methods, Theory; Research Interests: Computational Social Science, Online Organizations, Network Evolution, Research Methodology, Psychometric Validation

Dr. Kenon Brown
Teaching Areas: Research & Strategic Planning, Management, Campaigns; Research Interests: Image & Reputation MGT, Sports Media, Minority Recruitment & Retention in Mass Comm

Ms. Susan Daria
Teaching Areas: Creative, Service Learning, Concepting & Implementation, Campaigns

Ms. Teri Henley, APR
Teaching Areas: Capstone Agency, Bateman Team, Campaigns Research Interests: Nonprofit Communications, Service Learning, Campaigns

Mr. Randall Huffaker
Teaching Areas: Creative, Social Media

Mr. Mike Little
Teaching Areas: Campaigns, Creative

Ms. Tracy Sims, APR
Teaching Areas: Platform Magazine, Campaigns, Writing

Ms. Janet Walker
Teaching Areas: Graphic Design, Art Direction, Creative, Copywriting, Typography; Research Interests: Information Design, Organizational Design, Social Good & Design

Mr. Matthew Wisla
Teaching Areas: Strategic Thinking, PR Writing
FACULTY AREAS OF EXPERTISE

Public Relations

Dr. Coral Bender
Teaching Areas: Sports and Methods, Campaigns;
Research Interests: Sports and Deviance

Dr. Karla Gower
Teaching Areas: Management, Writing
Research Interests: PR History, Legal Issues Affecting
PR, Crisis Communication

Dr. Suzanne Horsley
Teaching Areas: PR Campaigns, PR Writing, Crisis
Communication; Research Interests: Crisis Communi-
cation, Disaster Management, Government Communication

Dr. Eyun-Jung Ki
Teaching Areas: PR Management, PR Campaigns, PR
Theories Research Interests: Organization-Public
Relationship Management & Its Measurement; New
Technologies (Social Media) in PR; Organization Sustain-
ability Communications; Relationship Cultivation Strate-
gies; PR Effectiveness Measurement; Public Relations
Ethics; International Public Relations; Crisis Manage-
ment; Thematic Meta-analysis

Dr. Seoyeon Kim
Teaching Areas: PR Theories, PR Campaigns, Crisis Man-
agement; Research Interests: Corporate Social Responsi-
bility, Crisis Communication, Health Communication

Dr. Laura Lemon
Teaching Areas: PR Writing and Campaigns; Research
Interests: Internal Communication, Employee Engage-
ment, Social Media, Mindfulness

Dr. Ethan Stokes
Teaching Areas: Writing, Digital & Social Media, Re-
search, Management; Research Interests: Political PR,
Public Policy, International Relations, Religion

Dr. Matthew VanDyke
Teaching Areas: Introduction to Public Relations; PR
Writing; PR Campaigns; PR Management; Research;
Research Areas: Science, Environmental & Risk Com-
munication; Science Public Relations; Media Processes &
Effects

Dr. Damion Waymer, A+PR Department Chair
Teaching Areas: Issues Management, Reputation
Management, PR Theories; Research Interests: Issues
Management, Diversity Issues in PR, Corporate Social
Responsibility, PR Education
ADVERTISING AND PUBLIC RELATIONS DEFINED

**Advertising**

**DESCRIPTION**
Advertising is the creative expression of strategic, persuasive communication. As a marketing function, it focuses on the promotion of products, services, companies, organizations and ideas through paid media space. Magazines, newspapers, television, radio, outdoor/transit and the Internet are all examples of advertising media.

**INTERESTS AND SKILLS**
Advertising students will develop and hone critical and creative thinking skills. They acquire an understanding of the intended audience for persuasive communication and create relevant messages using that resonate, using both practical and theoretical knowledge. The skills students learn in this program include the ability to conduct research to measure program needs, gain audience insight, develop program quantifiable objectives and focused strategies, implement state-of-the-art tactics, and cultivate the tools to measure a program’s return on investment.

**DEGREE OPTIONS**
Major in Advertising (general, creative specialization, or consumer specialization)
B.A. in Communication

**CAREER OPPORTUNITIES**
Graduates find employment at advertising integrated communication agencies; creative boutiques; the advertising or promotional departments of businesses, industries and government agencies; and with traditional and nontraditional media outlets.

**TYPES OF JOBS ACCEPTED**
Our graduates work as copywriters, art directors, account managers, account planners, media sales representatives, photographers, production specialists, media consultants, management advisers, public opinion surveyors and marketing researchers.

**JOBS OF EXPERIENCED ALUMNI**
Owners, presidents & CEOs of advertising agencies, vice president–corporate communication, professors, creative directors, account executives, etc.

**ACCREDITATION**
Accredited by the Accrediting Council on Education in Journalism & Mass Communication

**Public Relations**

**DESCRIPTION**
Public relations is the creative expression of strategic persuasive communication to build relationships vital to the success of the organization. It is used by individuals and organizations to communicate and motivate consumers, voters, employees, suppliers, shareholders, public interest groups and the general public. In the public relations program, students will master the role of PR in a diverse, global marketplace; the four-step PR process of research, program planning, communication and evaluation; the strategies used in PR to achieve program objectives; the multimedia tactics required to implement PR programs in a digital environment; and the application of PR in the numerous venues of modern society, including corporations, agencies and nonprofit organizations.

**INTERESTS AND SKILLS**
Success requires a passion for learning about public relations and for writing. Other skills acquired in this program include the ability to conduct research to measure program needs, develop program quantifiable objectives and focused strategies, implement state-of-the-art tactics, and develop the mastery of tools to measure a program’s return on investment. Students of public relations will develop and hone critical and creative thinking skills.

**DEGREE OPTIONS**
Major in Public Relations (general or specialization in nonprofit communication management; sport and entertainment communication management; or technological and digital communication management)
B.A. in Communication

**CAREER OPPORTUNITIES**
Graduates find employment at public relations or integrated communication agencies; the public relations or promotional departments of businesses, industries, nonprofits and government agencies; and with traditional and nontraditional media outlets.

**TYPES OF JOBS ACCEPTED**
Our graduates work as communication specialists, web and social media content managers, media relations directors, account managers, publicists, crisis communication managers, marketing researchers, public information officers, and press secretaries.

**JOBS OF EXPERIENCED ALUMNI**
Owners, presidents & CEOs of public relations agencies, vice president–corporate communication, shareholder relations, media relations, professors, account executives, etc.

**ACCREDITATION**
Accredited by the Accrediting Council on Education in Journalism & Mass Communication
Accredited by the Public Relations Society of America
<table>
<thead>
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<th>WHERE CAN I GET ...</th>
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<tbody>
<tr>
<td>General A+PR Information</td>
<td>apr.ua.edu</td>
</tr>
<tr>
<td>Academic Plan for Success</td>
<td>Ms. Jarnagin, C&amp;IS Registrar, 197 Phifer, <a href="mailto:aljarnagin@ua.edu">aljarnagin@ua.edu</a></td>
</tr>
<tr>
<td>Academic Bankruptcy</td>
<td>Ms. Jarnagin, C&amp;IS Registrar, 197 Phifer, <a href="mailto:aljarnagin@ua.edu">aljarnagin@ua.edu</a></td>
</tr>
<tr>
<td>Adviser Assignment</td>
<td>Ms. Myrick or Ms. Smith, A+PR Main Office, 412 Phifer</td>
</tr>
<tr>
<td>Advising Hold Removal</td>
<td>Ms. Daria, A+PR Advising Co-Director, 418-B Phifer, <a href="mailto:dara@apr.ua.edu">dara@apr.ua.edu</a>; or Ms. Sims, A+PR Advising Co-Director, 418-D Phifer, <a href="mailto:sims@apr.ua.edu">sims@apr.ua.edu</a></td>
</tr>
<tr>
<td>C&amp;IS Organization Applications</td>
<td><a href="https://cis.ua.edu/engagement/">https://cis.ua.edu/engagement/</a></td>
</tr>
<tr>
<td>Declare Major/Minor</td>
<td>Ms. Myrick or Ms. Smith, A+PR Main Office, 412 Phifer; or online at Mybama.ua.edu (Change Major/Minor link from Student tab)</td>
</tr>
<tr>
<td>Degree/Graduation Application</td>
<td>Mybama.ua.edu &gt; Student Tab &gt; Student Services &gt; Student Records&gt; Apply to Graduate</td>
</tr>
<tr>
<td>Enrollment/Good Standing Verification</td>
<td>Mybama.ua.edu &gt; Student Tab &gt; Student Services &gt; Student Records&gt; Order Current Enrollment Verification</td>
</tr>
<tr>
<td>Internship/Job Postings</td>
<td><a href="https://cis.ua.edu/internships/">https://cis.ua.edu/internships/</a></td>
</tr>
<tr>
<td>Letter of Transiency</td>
<td>Mybama.ua.edu &gt; Student Tab &gt; Student Services &gt; Student Records&gt; Letter of Transiency</td>
</tr>
<tr>
<td>Practical Studies Options (internship,</td>
<td>Mr. Wisla, A+PR Internship Coordinator, 2615 Capital, <a href="mailto:wisla@apr.ua.edu">wisla@apr.ua.edu</a>; Ms. Daria, A+PR Advising Co-Director, 418-B Phifer, <a href="mailto:dara@apr.ua.edu">dara@apr.ua.edu</a>; or Ms. Sims, A+PR Advising Co-Director, 418-D Phifer, <a href="mailto:sims@apr.ua.edu">sims@apr.ua.edu</a></td>
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<tr>
<td>practicum &amp; independent study)</td>
<td></td>
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<tr>
<td>APR/C&amp;IS Course Registration Override Permit</td>
<td><a href="https://cis.ua.edu/current-students/course-override/">https://cis.ua.edu/current-students/course-override/</a></td>
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<tr>
<td>Transfer Course Equivalency Tables</td>
<td><a href="https://registrar.ua.edu/">https://registrar.ua.edu/</a> (choose “Transfer Credit Equivalency”)</td>
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</table>

For other concerns, you can visit the A+PR Main Office in 412 Phifer or call 348-7158 during regular business hours (M-F, 8 a.m. to 4:45 p.m.).