

OUR MISSION:

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

S T U D E N T S, 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.



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engagement
ethics leadership practicality
knowledge creativity global savvy
communication dynamism
professionalism

**PUBLIC RELATIONS MAJOR:
GENERALIST PATH
38 CREDIT HOURS**

This major will take at least five 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

MC 401 (3)

MASS MEDIA
LAW

Prerequisites: MC 101 and 61 hours

PHASE FOUR

After completing APR 332, students who wish to pursue a general major in public relations will choose three courses from the options listed. Select the courses that most interest you and/or relate to the type of career you wish to pursue.

APR 415 (3)

ONLINE MAGAZINE
WRITING *application required

APR 419 (3)

PR CONCEPTING
& IMPLEMENTATION

APR 423 (3) W

A+PR MANAGEMENT

APR 490 (3)
SPECIAL TOPICS

An approved substitute; must be a
different topic if repeated.
Prerequisites: MC 101 and
61 credit hours

APR 425 (3)

CRISIS AND EMERGENCY
MANAGEMENT

APR 426 (3)

INTERNATIONAL
PUBLIC RELATIONS

APR 427 (3) W

PUBLIC RELATIONS
LEADERSHIP

PHASE FIVE

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.

APR 433 (3)
PUBLIC RELATIONS
CAMPAIGNS

*May not be offered
during the summer

**PUBLIC RELATIONS MAJOR:
GENERALIST PATH
SUGGESTED COURSE PLAN**

*120 SEMESTER HOURS NEEDED FOR GRADUATION



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

Freshman Year

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

APR 231 Introduction to Public Relations (SB)-----	3
EN 102 Freshman Composition II (FC) -----	3
MATH 110 or higher or equivalent (MA) -----	3
History (HI) or social/behavioral science (SB) -----	3
Elective-----	3
	15

Sophomore Year

APR 271 Strategic Thinking (PR) -----	3
APR 280 Investigation and Insights -----	3
First literature (L)-----	3
Foreign language (FL) or computer science (C) -----	3-4
Elective-----	3
	15-16

JCM 303 Reporting-----	3
APR 300 Principles of Design -----	3
Minor-----	3
Foreign language (FL) or computer science (C) -----	3-4
Second literature (L) -----	3
	15-16

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

APR 332 Public Relations Writing (W) -----	3
COM 123 Public Speaking (HU) -----	3
Fine arts (FA) -----	3
Minor-----	3
Natural science with lab (N) -----	4
	16

APR 400-level*-----	3
MC 401 Mass Communication Law-----	3
Minor-----	3
Minor-----	3
Natural science with lab (N) -----	4
	16

Senior Year

APR 400-level*-----	3
APR 400-level*-----	3
Minor-----	3
Minor-----	3
Elective-----	3
	15

APR 433 PR Campaigns -----	3
Minor or elective -----	3
Minor or elective -----	3
Elective-----	3
Elective-----	2
	14

*Choose a total of three classes from APR 415 (W), APR 419, APR 423 (W), APR 425, APR 426, or APR 427. APR 490 Special Topics is an approved substitute; must choose a different topic if repeated. Students are admitted by application and instructor's permission to APR 415.

**PUBLIC RELATIONS MAJOR:
SPECIALIST PATH
38 CREDIT HOURS**

This major will take at least five 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
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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
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APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR.

Students who wish to pursue a public relations major with a specialization may begin taking specialization courses during Phase Three at the same time as APR 332. See specialist options page in this handout.

- **NONPROFIT COMMUNICATION MANAGEMENT**
- **SPORT AND ENTERTAINMENT COMMUNICATION MANAGEMENT**
- **TECHNOLOGICAL AND DIGITAL COMMUNICATION MANAGEMENT**

PHASE THREE

APR 332 (3) W PUBLIC RELATIONS WRITING
MC 401 (3) MASS MEDIA LAW <small>Prerequisites: MC 101 and 61 hours</small>

PHASE FOUR

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 415 (3) ONLINE MAGAZINE WRITING <small>*application required</small>	APR 419 (3) PR CONCEPTING & IMPLEMENTATION	APR 423 (3) W A+PR MANAGEMENT	APR 490 (3) SPECIAL TOPICS <small>An approved substitute; must be a different topic from depth course. Prerequisites: MC 101 and 61 credit hours</small>
APR 425 (3) CRISIS AND EMERGENCY MANAGEMENT	APR 426 (3) INTERNATIONAL PUBLIC RELATIONS	APR 427 (3) W PUBLIC RELATIONS LEADERSHIP	

PHASE FIVE

APR 433 (3)
PUBLIC RELATIONS CAMPAIGNS
*May not be offered during the summer

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.

NONPROFIT COMMUNICATION MANAGEMENT

APR 428 (3)
NONPROFIT
COMMUNICATIONS
SPECIALIZATION COURSE

CHOOSE A
PUBLIC RELATIONS
ELECTIVE BELOW

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
PUBLIC RELATIONS
ELECTIVE BELOW

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
PUBLIC RELATIONS
ELECTIVE BELOW

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.

PUBLIC RELATIONS MAJOR: SPECIALIST PATH SUGGESTED COURSE PLAN

*120 SEMESTER HOURS NEEDED FOR GRADUATION



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

Freshman Year

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

APR 231 Introduction to Public Relations (SB)-----	3
EN 102 Freshman Composition II (FC) -----	3
MATH 110 or higher or equivalent (MA)-----	3
History (HI) or social/behavioral science (SB)-----	3
Elective-----	3
	15

Sophomore Year

APR 271 Strategic Thinking (PR) -----	3
APR 280 Investigation and Insights -----	3
(SB) course (EC 110 recommended)-----	3
First literature (L)-----	3
Foreign language (FL) or computer science (C) -----	3-4
	15-16

JCM 303 Reporting-----	3
APR 300 Principles of Design -----	3
Minor-----	3
Second literature (L) -----	3
Foreign language (FL) or computer science (C) -----	3-4
	15-16

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

APR 332 Public Relations Writing (W) -----	3
COM 123 Public Speaking (HU) -----	3
Fine arts (FA) -----	3
Minor-----	3
Natural science with lab (N) -----	4
	16

APR 428, APR 429 or APR 430 ¹ -----	3
MC 401 Mass Communication Law -----	3
Minor-----	3
Minor-----	3
Natural science with lab (N) -----	4
	16

Senior Year

PR specialization depth course ² -----	3
APR 400-level ³ -----	3
Minor-----	3
Minor-----	3
Elective-----	3
	15

APR 433 PR Campaigns -----	3
Minor or elective -----	3
Minor or elective -----	3
Elective-----	3
Elective-----	2
	14

¹Choose the appropriate course for your PR specialization: APR 428 Nonprofit Communications, APR 430 Tech and Digital Communication, or APR 429 Sports and Entertainment Marketing and Promotion.

²Choose a depth course in your specialization. You can find a list of depth courses in the PR major with a specialization packet, available from the A+PR department in 412 Phifer or online at apr.ua.edu.

³Choose one class from APR 415 (W), APR 419, APR 423 (W), APR 425, APR 426, or APR 427. APR 490 Special Topics is an approved substitute; must choose a different topic if repeated. Students are admitted by application and instructor's permission to APR 415.

2019-20 MINORS FOR A+PR MAJORS

*THIS LIST IS NOT COMPREHENSIVE. ALWAYS SEE YOUR MINOR ADVISOR FOR GUIDANCE IN COURSE SELECTION.



THE UNIVERSITY
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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, GY 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 101, 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



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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) (Two required)

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

PREREQUISITES FOR APR AND REQUIRED JN/MC COURSES

COURSE	PREREQUISITES
APR 100: Professional Exploratory	<ul style="list-style-type: none">• 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.
APR 101: Creativity and American Culture	<ul style="list-style-type: none">• None.
APR 221: Intro to Advertising	<ul style="list-style-type: none">• None.
APR 231: Intro to Public Relations	<ul style="list-style-type: none">• None.
APR 260: Software Applications I	<ul style="list-style-type: none">• Declared AD or PR major or minor.
APR 270: Strategic Thinking (AD)	<ul style="list-style-type: none">• APR 221, APR 260, JCM 103, and MC 101.
APR 271: Strategic Thinking (PR)	<ul style="list-style-type: none">• APR 231, APR 260, JCM 103, and MC 101.
APR 280: Investigation and Insights	<ul style="list-style-type: none">• APR 260, JCM 103, MC 101, and APR 221 or APR 231.
APR 300: Basic Principles of Design*	<ul style="list-style-type: none">• APR 260, JCM 103, MC 101 and APR 221 or APR 231.
APR 301: Software Applications II*	<ul style="list-style-type: none">• Admission to creative specialization; APR 221, APR 260, APR 270, APR 280, APR 300, APR 310, JCM 103, and MC 101. Corequisite: APR 410.
APR 310: Concepting*	<ul style="list-style-type: none">• Admission to creative specialization; APR 221, APR 260, JCM 103, and MC 101.
APR 320: Creative Thinking*	<ul style="list-style-type: none">• Admission to consumer specialization; APR 221, APR 260, JCM 103, and MC 101.
APR 322: Copywriting Seminar*	<ul style="list-style-type: none">• Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310. Corequisite: APR 410.
APR 323: Art Direction Seminar*	<ul style="list-style-type: none">• Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310. Corequisite: APR 410.
APR 325: Digital and Social Media*	<ul style="list-style-type: none">• Instructor permission required.
APR 332: Public Relations Writing*	<ul style="list-style-type: none">• MC 101, APR 231, APR 260, JCM 103, APR 271, APR 280, APR 300, JCM 303 and 20 hours in the major.
APR 380: Independent Study*	<ul style="list-style-type: none">• Permission of department chairman and faculty sponsor.
APR 401: Software Applications III*	<ul style="list-style-type: none">• 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.
APR 410: Portfolio I*	<ul style="list-style-type: none">• Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 301 (art directors), APR 310.
APR 411 Portfolio II*	<ul style="list-style-type: none">• Admission to creative specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 301 (art directors), APR 310, APR 410. Corequisite: APR 401 (art directors).
APR 415 Online Magazine Writing*	<ul style="list-style-type: none">• Permission of instructor; JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, JCM 303, APR 332.
APR 419: PR Concepting and Implementation*	<ul style="list-style-type: none">• JCM 103, MC 101, APR 231, APR 260, APR 271, APR 280, APR 300, APR 332, JCM 303.
APR 421: Account Planning*	<ul style="list-style-type: none">• Admission to consumer specialization; JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, and APR 320 or APR 325.
APR 422: Channel Planning*	<ul style="list-style-type: none">• JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280.
APR 423: A+PR Management*	<ul style="list-style-type: none">• <i>Consumer specialization:</i> MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, and APR 320 or APR 325; <i>General AD major:</i> MC 101, JCM 103, APR 260, APR 221, APR 270, APR 280, and APR 300; and <i>Public relations majors:</i> MC 101, JCM 103, APR 260, APR 231, APR 271, APR 280, JCM 303, APR 300, and APR 332.
APR 424: Ad Campaigns* [Usually Not Offered in Summer]	<ul style="list-style-type: none">• <i>General AD major:</i> JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 422, APR 423. <i>Creative specialization:</i> JCM 103, MC 101, APR 221, APR 260, APR 270, APR 280, APR 300, APR 310,

(continued next page)

APR 425: Crisis and Emergency Management*	APR 410, APR 418, and APR 322 or APR 323. <i>Consumer specialization</i> : 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 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]	• <i>General PR major</i> : 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. <i>PR specialization</i> : 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.
APR 490: Special Topics	• MC 101 and senior standing.
JCM 103: Mechanics of Writing	• None.
JCM 303: News Reporting	• JCM 103, MC 101, and APR 231.
MC 101: Intro to Mass Communication	• None.
MC 401: Mass Communication Law	• 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.

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/>. 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/>. 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.

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.

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

Teaching Areas: Graphic Design, Visual Media, Art Direction, Creative; *Research Interests:* Visual Communication, Adobe Software, Photography, Design Skills

Dr. Jameson Hayes

Teaching Areas: Advertising Strategy & Media, Advertising Management, Theory, Social Media; *Research Areas:* Emerging Media Brand Communication & Relationships, Emerging Media Economics, Advertising Theory Development

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



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

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 Communica-
tion, 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

FREQUENTLY ASKED QUESTIONS



WHERE CAN I GET ...

General A+PR Information	apr.ua.edu
Academic Plan for Success	Ms. Jarnagin, C&IS Registrar, 197 Phifer, aljarnagin@ua.edu
Academic Bankruptcy	Ms. Jarnagin, C&IS Registrar, 197 Phifer, aljarnagin@ua.edu
Adviser Assignment	Ms. Myrick or Ms. Smith, A+PR Main Office, 412 Phifer
Advising Hold Removal	Ms. Daria, A+PR Advising Co-Director, 418-B Phifer, daria@apr.ua.edu ; or Ms. Sims, A+PR Advising Co-Director, 418-D Phifer, sims@apr.ua.edu
C&IS Organization Applications	https://cis.ua.edu/engagement/
Declare Major/Minor	Ms. Myrick or Ms. Smith, A+PR Main Office, 412 Phifer; or online at Mybama.ua.edu (Change Major/Minor link from Student tab)
Degree/Graduation Application	Mybama.ua.edu > Student Tab > Student Services > Student Records > Apply to Graduate
Enrollment/Good Standing Verification	Mybama.ua.edu > Student Tab > Student Services > Student Records > Order Current Enrollment Verification
Internship/Job Postings	https://cis.ua.edu/internships/
Letter of Transiency	Mybama.ua.edu > Student Tab > Student Services > Student Records > Letter of Transiency
Practical Studies Options (internship, practicum & independent study)	Mr. Wisla, A+PR Internship Coordinator, 2615 Capital, wisla@apr.ua.edu ; Ms. Daria, A+PR Advising Co-Director, 418-B Phifer, daria@apr.ua.edu ; or Ms. Sims, A+PR Advising Co-Director, 418-D Phifer, sims@apr.ua.edu
APR/C&IS Course Registration Override Permit	https://cis.ua.edu/current-students/course-override/
Transfer Course Equivalency Tables	https://registrar.ua.edu/ (choose "Transfer Credit Equivalency")

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.).