



**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**

NOTE: APR 241 (3) is an approved substitute.

**APR 260 (1)**

**SOFTWARE  
APPLICATIONS I**

\* NOTE: Replaced by CIS 250 (3) in FA '21

**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**

NOTE: Co- or prerequisite:  
CIS 260 (3)

**APR 300 (3)**

**BASIC PRINCIPLES  
OF DESIGN**

**JCM 303 (3) W**

**NEWS WRITING  
AND REPORTING**

**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**  
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  
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ADVERTISING +  
PUBLIC RELATIONS

## Freshman Year

APR 260 Design Applications or CIS 250 Intro to Design Software (C) -----	1 or 3
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
	<b>14 or 16</b>

APR 231 Introduction to Public Relations (SB) or APR 241 Intro to Advertising and Public Relations -----	3
EN 102 Freshman Composition II (FC) -----	3
MATH 110 or higher or equivalent (MA) -----	3
History (HI) or social/behavioral science (SB) -----	3
CIS 260 Intro to Media Software (C) or elective -----	3
	<b>15</b>

## Sophomore Year

APR 271 Strategic Thinking (PR) -----	3
APR 280 Investigation and Insights -----	3
CIS 260 Intro to Media Software (C) or elective -----	3
First literature (L) -----	3
(SB) course (EC 110 or APR 101 recommended) -----	3
	<b>15</b>

JCM 303 Reporting -----	3
APR 300 Principles of Design -----	3
Second literature (L) -----	3
Minor -----	3
Minor or elective -----	3
	<b>15</b>

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**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.**

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## 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
	<b>16</b>

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

## Senior Year

APR 400-level* -----	3
APR 400-level* -----	3
Minor -----	3
Minor -----	3
Elective -----	3
	<b>15</b>

APR 433 PR Campaigns -----	3
Minor or elective -----	3
Minor or elective -----	3
Elective -----	3
Elective -----	2
	<b>14</b>

\*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.

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SPECIALIST PATH  
38 CREDIT HOURS**

This major will take at least five semesters to complete.



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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**

NOTE: APR 241 (3) is an approved substitute.

**APR 260 (1)**

**SOFTWARE  
APPLICATIONS I**

NOTE: Replaced by CIS 250 (3) in FA '21

**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**

NOTE: Co- or prerequisite:  
CIS 260 (3)

**APR 300 (3)**

**BASIC PRINCIPLES  
OF DESIGN**

**JCM 303 (3) W**

**NEWS WRITING  
AND REPORTING**

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**

Prerequisites: MC 101 and 61 hours

**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** \*application required

**APR 419 (3)**

**PR CONCEPTING  
& IMPLEMENTATION**

**APR 423 (3) W**

**A+PR MANAGEMENT**

**APR 490 (3)**

Must be a different topic from depth course.  
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.**

NOTE: Must take specialization course (APR 428, APR 429 or APR 430) prior to APR 433.

**APR 433 (3)**

**PUBLIC RELATIONS  
CAMPAIGNS**

\*May not be offered during the summer

**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 SPECIALIZATION AND DEPTH COURSES ARE SUBJECT TO AVAILABILITY AND MAY NOT BE TAUGHT EACH SEMESTER.

**SPORT AND ENTERTAINMENT COMMUNICATION MANAGEMENT**

**APR 429 (3)**  
SPORT PUBLICITY &  
PROMOTION  
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 SPECIALIZATION AND DEPTH COURSES ARE SUBJECT TO AVAILABILITY AND MAY NOT BE TAUGHT EACH SEMESTER.

**TECHNOLOGICAL AND DIGITAL COMMUNICATION MANAGEMENT**

**APR 430 (3)**  
ADVANCED DIGITAL  
MARKETING  
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](http://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 SPECIALIZATION AND 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 AFTER COMPLETING APR 332.**

**\*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.

\*\* Must be different topic than depth course.

**PUBLIC RELATIONS MAJOR:  
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SUGGESTED COURSE PLAN**  
\*120 SEMESTER HOURS NEEDED FOR GRADUATION



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OF ALABAMA  
ADVERTISING +  
PUBLIC RELATIONS

**Freshman Year**

APR 260 Design Applications or CIS 250 Intro to Design Software (C) -----	1 or 3
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
	<b>14</b>

APR 231 Introduction to Public Relations (SB) or APR 241 Intro to Advertising and Public Relations-----	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
	<b>15</b>

**Sophomore Year**

APR 271 Strategic Thinking (PR) -----	3
APR 280 Investigation and Insights -----	3
CIS 260 Intro to Media Software (C) or elective-----	3
First literature (L)-----	3
(SB) course (EC 110 or APR 101 recommended) -----	3
	<b>15</b>

JCM 303 Reporting-----	3
APR 300 Principles of Design -----	3
Second literature (L) -----	3
Minor-----	3
Minor or elective -----	3
	<b>15</b>

**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
	<b>16</b>

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

**Senior Year**

PR specialization depth course <sup>2</sup> -----	3
APR 400-level <sup>3</sup> -----	3
Minor-----	3
Minor-----	3
Elective-----	3
	<b>15</b>

APR 433 PR Campaigns -----	3
Minor or elective -----	3
Minor or elective -----	3
Elective-----	3
Elective-----	2
	<b>14</b>

<sup>1</sup>Choose the appropriate course for your PR specialization: APR 428 Nonprofit Communications, APR 430 Advanced Digital Marketing, or APR 429 Sport Publicity and Promotion.

<sup>2</sup>Choose 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.

<sup>3</sup>Choose 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.

# PREREQUISITES FOR APR AND REQUIRED CIS/JN/MC COURSES

COURSE	PREREQUISITES
APR 221 Intro to Advertising (SB)	none
APR 231 Intro to Public Relations (SB)	none
APR 241 Intro to Advertising & PR	none
APR 270 Strategic Thinking (AD)	APR 221*, APR 260*, JCM 103, and MC 101 *If you took APR 241 instead of APR 221 or CIS 250 instead of APR 260, email myrick@apr.ua.edu for a prerequisite override.
APR 271 Strategic Thinking (PR)	APR 231*, APR 260*, JCM 103, and MC 101 *If you took APR 241 instead of APR 231 or CIS 250 instead of APR 260, email myrick@apr.ua.edu for a prerequisite override.
APR 280 Intro to Audience Analysis	CIS 260 with concurrency
APR 290 Intro to Channels and Messaging	none
APR 300 Basic Principles of Design	APR 260 or CIS 250; and APR 221, APR 231 or APR 241
APR 301 Software Applications II	APR 260 or CIS 250; and admission into Minerva
APR 302 Advertising Strategy (W)	EN 101 and EN 102 or EN 103; JCM 103, APR 280 and APR 290
APR 303 Public Relations Strategy (W)	EN 101 and EN 102 or EN 103; JCM 103, APR 280 and APR 290
APR 310 Concepting	APR 221 or APR 241; APR 260 or CIS 250; and admission into Minerva
APR 322 Copywriting Seminar (W)	APR 310 and admission into Minerva; APR 410 with concurrency
APR 323 Art Direction Seminar	APR 310 and admission into Minerva; APR 410 with concurrency
APR 325 Social and Digital Media	APR 221 or APR 231 or APR 241
APR 332 Public Relations Writing (W)	JCM 303, APR 280 and APR 303 or APR 271
APR 333 Digital Writing and Strategy (W)	APR 325 and APR 303 or APR 271
APR 401 Software Applications III	APR 301 and admission into Minerva
APR 410 Portfolio I	APR 310 and admission into Minerva
APR 411 Portfolio II	APR 410 and admission into Minerva
APR 412 Portfolio III	APR 411 and admission into Minerva
APR 415 Online Magazine Writing (W)	APR 280 and APR 332 or APR 422 or APR 410 or APR 333; and instructor permission
APR 419 Concepting and Implementation (W)	APR 260 or CIS 250; APR 300; and APR 332 or APR 333 or APR 422
APR 421 Account Planning	APR 280 and APR 302 or APR 270
APR 422 Channel Planning	APR 280 and APR 302 or APR 303 or APR 270 or APR 271

COURSE	PREREQUISITES
APR 423 A+PR Management (W)	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 424 Advertising Campaigns	APR 422 or APR 322 or APR 323; and APR 451 or APR 452 or APR 453 or MC 401
APR 425 Crisis and Emergency Management	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 426 International Public Relations	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 427 Public Relations Leadership	APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 428 Nonprofit Communications	APR 302 or APR 303 or APR 270 or APR 271
APR 429 Sport Publicity and Promotion	APR 302 or APR 303 or APR 270 or APR 271
APR 430 Advanced Digital Marketing	APR 333 or JCM 303
APR 433 Public Relations Campaigns	APR 332 or APR 333; and APR 451 or APR 452 or APR 453 or MC 401
APR 451 Business for Strategic Communicators	APR 302 or APR 303 or APR 270 or APR 271
APR 452 Ethics and Professionalism	APR 302 or APR 303 or APR 270 or APR 271
APR 453 Investigation and Insights	APR 302 or APR 303 or APR 270 or APR 271
APR 454 Consumer Psychology	APR 302 or APR 303 or APR 270 or APR 271
APR 455 Advanced Media Strategy	APR 422 and admission into consumer specialization
APR 456 Media Relations	APR 332 or APR 422 or APR 333
APR 490 Special Topics	MC 101 and junior standing
CIS 250 Intro to Design Software (C)	none
CIS 260 Intro to Media Research Software (C)	none
JCM 103 Mechanics of Media Writing	none
JCM 303 News Reporting and Reporting	JCM 103 and JCM 180 or APR 231
MC 101 Introduction to Mass Communication	none
MC 401 Mass Communication Law	MC 101, junior standing (61 hours) and GPA 2.0 or better
MC 495 and other MC 400-level courses	MC 101, junior standing (61 hours) and GPA 2.0 or better
NOTE: All 300- and 400-level APR courses require "C-" or better, including in prerequisites, and an overall GPA of 2.0 or better in addition to the prerequisites listed.	
NOTE: The Department of Advertising and Public Relations does not permit major courses to be taken out of sequence.	

# 2021-22 MINORS FOR A+PR MAJORS

## 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; select 12 hours from the following: AAST 302, AAST 303, AAST 319 or HY 319, AAST 352, AAST 401, AAST 435; and 9 hours of AAST or other approved electives.

**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 104, 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 (or 217), 208 (or 218), 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, 3 hours of 200-400 level NHM electives, and 9 hours of NHM electives at the 300/400 level.

**FOREIGN LANGUAGE:** Arabic (18 hours), Chinese (18 hours), French (18 hours), German (22 hours), Greek (18 hours), Italian (20 hours), Japanese (21 hours), Latin (18 hours), Latin American, Caribbean and Latino Studies (18 hours), Russian (21 hours), Spanish (25-29 hours). See catalog.ua.edu for specific requirements, including any ancillary courses.

**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 (or 113), 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.]

**LEADERSHIP COMMUNICATION (18 HOURS):** 3 hours chosen from COM 122, 121, 123, or 124; 3 hours chosen from COM 220, 219, 225, or 250; COM 320 or 380; COM 350; COM 413 or 469; and COM 455 or 460.

**POLITICAL SCIENCE (18 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 6 hours must be taken from two fields (see catalog.ua.edu for fields).

**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 3-6 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

COURSE	DESCRIPTION
<b>COMPOSITION (FC)</b>	
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
<b>FINE ARTS (FA)</b>	
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)
BA 205	Intro to Book Arts
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) or MUS 122 Honors Intro to Listening
NEW 212	Creativity (or NEW 213 Honors Creativity)
TH 114	Intro to the Theatre
UH 212	Art for Life's Sake
<b>LITERATURE (L)</b> (Two required)	
English literature	EN 205 and EN 206 (EN 215 and EN 216 honors equivalents)
American literature:	EN 209 and EN 210 (EN 219 and EN 220 honors equivalents)
World literature	EN 207 and EN 208 (EN 217 and EN 218 honors equivalents)
African American literature	EN 249 (or AAST 249) and EN 250 (EN 251 and EN 252 honors equivalents)

COURSE	DESCRIPTION
<b>HISTORY (HI)</b>	
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. (SW 205 honors equivalent)	
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.	
<b>MATHEMATICS (MA)</b>	
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.	
<b>NATURAL SCIENCE (NS)</b>	
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.	

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## COMMON SUGGESTIONS FOR CORE COURSES (CONT.)

COURSE	DESCRIPTION
<b>SOCIAL/BEHAVIORAL SCIENCES (SB)</b>	
APR 221	Intro to Advertising (SB course required with "C-" or above for PR majors in 2021-22 catalog, if not taking APR 241)*
APR 231	Intro to Public Relations (SB course required with "C-" or above for PR majors in 2021-22 catalog, if not taking APR 241)*
EC 110	Principles of Microeconomics (SB course required with "C-" or above for advertising majors)
MC 101	Introduction to Mass Communication (SB course required with "C-" or above for advertising and PR majors in 2021-22 catalog)
ANT 100	Intro to Anthropology
ANT 102	Intro Cultural Anthropology
APR 101	Creativity and American Culture
CJ 100	Intro to Criminal Justice
COM 101	Principles of Human Communication
COM 220	Interpersonal Communication (COM 219 honors equivalent)
GY 105	World Regional Geography
GY 110	People, Places and Environment
HD 101	Life Span Human Development (HD 102 honors equivalent)
JCM 100	Introduction to Story
PSC 101	Intro to American Politics
PY 101	Intro to Psychology (PY 105 honors equivalent)
SOC 101	Intro to Sociology
<b>WRITING (W)*</b> (Two required)	
For PR majors:	APR 303, JCM 303 and/or APR 332 in the major
For ADV general majors and ADV consumer specialization	APR 302 and APR 423 in the major**
For ADV creative specialization art directors	APR 302 and APR 310 in the major**
For ADV creative specialization copywriters	APR 302, APR 310 and/or APR 322 in the major
*Must earn C- or above	
**Can substitute APR 302 with a W-designated MC 400-level or minor course if in a catalog earlier than 2021-22, such as MC 409, MC 413, MC 421 and MC 425	

COURSE	DESCRIPTION
<b>FOREIGN LANGUAGE (FL)</b>	
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: Students placed directly into introductory/elementary II level (102), accelerated/intensive review (103), intermediate level (201/202), or a higher level foreign language course where 201/202 is a prerequisite will be considered as having satisfied this requirement in one semester.	
<b>COMPUTER SCIENCE (C)</b>	
CIS 250	Intro to Design Software (required for advertising & PR majors in 2021-22 catalog)
CIS 260	Intro to Media Research software (required for advertising & PR majors in 2021-22 catalog)
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 with grade of C- or above)
CS 312	Website Design (Prerequisite: CS 202 with grade of C- or above)
CS 385	Advanced Spreadsheets (Prerequisite: CS 285 with grade of C- or above)
CS 340	Legal & Ethical Issues in Computing
CS 345	Advanced Legal & Ethical Issues in Computing (Prerequisite: CS 340 with grade of C- or above)
CSM 441	Consumer Communications (Prerequisite: CS 102 or CSM 101)
CSM 447	Advanced Digital Tools
ST 260	Statistical Data Analysis (Prerequisite: MATH 112, 115, 121, 125, 145 or 146)



# PRACTICAL STUDIES GUIDE

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 oncampus 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, 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.
- The A+PR internship coordinator or APR faculty member who agrees to be the student's faculty sponsor will initiate the APR 100 application approval process once the student has provided a brief description of the shadow opportunity or practical experience responsibilities.

## 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 the student's résumé.

## 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.



# 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 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



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## 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 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 digital 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

# FACULTY AREAS OF EXPERTISE

FACULTY	TEACHING AREAS	RESEARCH INTERESTS / AREAS
<b>ADVERTISING</b>		
<b>MR. MARK BARRY</b>	Creative, Art Direction, Copywriting	Creative Communications
<b>DR. NANCY BRINSON</b>	Media Planning, Account Planning, Integrated Communication Management	Media Effects, Advertising Personalization, Information Privacy & Policy
<b>MR. JARED GEORGE</b>	Graphic Design, Visual Media, Art Direction, Creative	Visual Communication, Adobe Software, Photography, Design Skills
<b>DR. JAMESON HAYES</b>	Advertising Strategy & Media, Advertising Management, Theory, Social Media	Emerging Media Brand Communication & Relationships, Emerging Media Economics, Advertising Theory Development
<b>DR. STEVEN HOLIDAY</b>	Persuasion Theory, Management, Research Methods	Family & Media, Advertising Literacy Development, Nontraditional Advertising
<b>DR. HYOUNGKOO KHANG</b>	Campaigns, Management, Research Methods	Self Traits & New Media, Political Advertising, Cultural Dimensions
<b>DR. JIHOON "JAY" KIM</b>	Advertising Management & Research, Consumer Psychology	Immersive VR Experience, Emerging Media Brand Communication, Sports Communication
<b>DR. LANCE KINNEY</b>	Advertising Strategy & Media, Advertising Management, Research	Event Sponsorship, Advertising Effectiveness, MassMedia Effects
<b>DR. DONG JAE (JAY) LIM</b>	Ad Management, Research Methods, Campaigns	Advertising Literacy, Public Service Announcements for Sustainability Goals, and Consumer Psychology
<b>MR. JAY WATERS</b>	AdTeam, Media Planning, Agency Management, Strategy & Insights	
<b>ADVERTISING/PUBLIC RELATIONS</b>		
<b>DR. BRIAN C. BRITT</b>	Research Methods, Theory	Computational Social Science, Online Organizations, Network Evolution, Research Methodology, Psychometric Validation
<b>DR. KENON BROWN</b>	Research & Strategic Planning, Management, Campaigns	Image & Reputation MGT, Sports Media, Minority Recruitment & Retention in Mass Comm
<b>MS. SUSAN DARIA</b>	Creative, Concepting & Implementation, Campaigns, Community Engaged Learning	
<b>MS. TERI HENLEY, APR</b>	Capstone Agency, Bateman Team, Campaigns	Nonprofit Communications, Community Engaged Learning, Campaigns
<b>MR. RANDALL HUFFAKER</b>	Creative, Social Media	
<b>MR. MIKE LITTLE</b>	Campaigns, Creative	
<b>MS. TRACY SIMS, APR</b>	Platform Magazine, Campaigns, Writing	
<b>MS. JANET WALKER</b>	Graphic Design, Art Direction, Creative, Copywriting, Typography	Information Design, Organizational Design, Social Good & Design
<b>PUBLIC RELATIONS</b>		
<b>DR. COURTNEY BOMAN</b>	Public Relations Writing, Research Methods, Crisis Communication	Crisis Communication, Risk Communication, Disinformation, Positive Communication, Corporate Social Advocacy
<b>DR. KARLA GOWER</b>	Management, Writing;	PR History, Legal Issues Affecting PR, Crisis Communication
<b>DR. SUZANNE HORSLEY</b>	PR Campaigns, PR Writing, Crisis Communication	Crisis Communication, Disaster Management, Government Communication
<b>DR. EYUN-JUNG KI</b>	PR Management, PR Campaigns, PR Theories	Organization-Public Relationship Management & Its Measurement; New Technologies (Social Media) in PR; Organization Sustainability Communications; Relationship Cultivation Strategies; PR Effectiveness Measurement; Public Relations Ethics; International Public Relations; Crisis Management; Thematic Meta-analysis
<b>DR. SEOYEON KIM</b>	PR Theories, PR Campaigns, Crisis Management;	Corporate Social Responsibility, Crisis Communication, Health Communication
<b>DR. LAURA LEMON</b>	PR Writing and Campaigns;	Internal Communication, Employee Engagement, Social Media, Mindfulness
<b>DR. MATTHEW VANDYKE</b>	Introduction to Public Relations; PR Writing; PR Campaigns; PR Management; Research	Research Areas: Science, Environmental & Risk Communication; Science Public Relations; Media Processes & Effects
<b>DR. DAMION WAYMER, A+PR DEPARTMENT CHAIR</b>	Issues Management, Reputation Management, PR Theories	Issues Management, Diversity Issues in PR, Corporate Social Responsibility, PR Education