

ADVERTISING & PUBLIC RELATIONS MINOR

MC 101 (3*) | INTRO TO MASS COMMUNICATION

Introduction to the fields of communication, including theory, law and regulation, history, social implications, and mass media operations.

Prerequisite(s): None

JCM 103 (1) | MECHANICS OF MEDIA WRITING

The logic of sentence and paragraph structure in the context of media writing, with an emphasis on grammar, punctuation, word choice, conciseness and accuracy. This online course is required for news media, creative media and advertising/public relations majors.

Prerequisite(s): None

PICK ONE

APR 221 (3*) | INTRO TO ADVERTISING

A foundation course in advertising that includes historic and contemporary perspectives, advertising institutions and an overview of advertising theory, planning and practice.

Prerequisite(s): None

APR 231 (3*) | INTRO TO PUBLIC RELATIONS

A foundation course in public relations that includes historic and contemporary perspectives, public relations institutions and an overview of public relations theory, planning and practice.

Prerequisite(s): None

APR 241 (3) | INTRO TO ADVERTISING AND PR

A foundation course in advertising & public relations that includes a comprehensive overview of historic and contemporary perspectives, advertising & public relations institutions, and advertising & public relations theory, planning and practice.

Prerequisite(s): None

APR 280 (3) | INTRO TO AUDIENCE ANALYSIS

This course is designed to provide students with exposure to common primary and secondary research sources and tools used to draw meaningful conclusions about audiences. Students will learn how to critique, analyze and interpret data extracted from various sources in order to guide decision-making for programs and campaigns in advertising and public relations.

Prerequisite(s): CIS 260[§] with concurrency

APR 290 (3) | INTRO TO CHANNELS & MESSAGING

This course is designed to introduce students to the evolving landscape of paid, owned, earned and shared media channels available to advertising and public relations professionals, as well as how to develop persuasive, channel-specific messaging for various audiences.

Prerequisite(s): None

NEED 6 HOURS OF THE FOLLOWING COURSES

Students need a total of six hours of APR 490/MC 400-level electives in the A+PR minor. APR 490 may be repeated as long as the student chooses a different topic each time.

APR 490 (3) | SPECIAL TOPICS

Advanced seminars on topics related to the practice of advertising and public relations. Content will vary by semester.

MC 400-LEVEL (3)

ELECTIVE (STUDENT'S CHOICE)



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

* SB-designated
‡ W-designated
§ Offered outside A+PR Program