# ADVERTISING & PUBLIC RELATIONS MINOR

**19 CREDIT HOURS**

## Course Descriptions

### 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

### 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): None

### 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

### 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 490 (3) SPECIAL TOPICS
Advanced seminars on topics related to the practice of advertising and public relations. Content will vary by semester.

### 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.

### ELECTIVE (STUDENT’S CHOICE)
* SB-designated
† W-designated
§ Offered outside A+PR Program

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Updated: 01-27-2022