### Core

<table>
<thead>
<tr>
<th>COURSE</th>
<th>COURSE NAME</th>
<th>HOURS</th>
<th>DONE Y/N</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESHMAN COMPOSITION</td>
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<tr>
<td>EN 101</td>
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<tr>
<td>EN 102</td>
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<tr>
<td>HUMANITIES AND FINE ARTS</td>
<td>12</td>
<td></td>
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</tr>
<tr>
<td>FA</td>
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</tr>
<tr>
<td>EN literature course</td>
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<tr>
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<tr>
<td>COM 123</td>
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<td>NATURAL SCIENCE AND MATH</td>
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<tr>
<td>NS</td>
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<td>3 / 4</td>
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<td>NS lab</td>
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<td>1 / 0</td>
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<tr>
<td>NS</td>
<td></td>
<td>3 / 4</td>
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<tr>
<td>NS lab</td>
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<td>1 / 0</td>
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<tr>
<td>MATH</td>
<td>(MATH 110, 112 or higher; at least a &quot;C-&quot; required)</td>
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<tr>
<td>HISTORY AND SOCIAL/BEHAVIORAL SCIENCE</td>
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<td></td>
</tr>
<tr>
<td>HY</td>
<td></td>
<td>3</td>
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</tr>
<tr>
<td>MC 101</td>
<td>(at least &quot;C-&quot; required)</td>
<td>0*</td>
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</tr>
<tr>
<td>SB**</td>
<td></td>
<td>3 / 0*</td>
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</tr>
<tr>
<td>HY or SB***</td>
<td></td>
<td>3</td>
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<td>COMPUTER SCIENCE</td>
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<tr>
<td>CIS 250</td>
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<td>CIS 260</td>
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<tr>
<td>WRITING</td>
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<tr>
<td>APR 303 or JCM 303</td>
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</tr>
<tr>
<td>APR 332</td>
<td>0*</td>
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</tbody>
</table>

*Hours count toward PR major and satisfy the core requirement.
**APR 231 is in the major can satisfy this requirement, if taking it rather than APR 241. At least a "C-" in APR 231 or APR 241 is required.
***APR 101 Creativity and American Culture or EC 110 Microeconomics is recommended.

### Major

<table>
<thead>
<tr>
<th>COURSE</th>
<th>COURSE NAME</th>
<th>HOURS</th>
<th>DONE Y/N</th>
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<tbody>
<tr>
<td>MAJOR REQUIREMENTS</td>
<td>Major courses require a &quot;C-&quot; or above.</td>
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<tr>
<td>MC 101 (SB)</td>
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<tr>
<td>JCM 103</td>
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<td>1</td>
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</tr>
<tr>
<td>APR 241 or APR 231 (SB)</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APR 280</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>APR 290</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>APR 303 (W)</td>
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<td>3</td>
<td></td>
</tr>
<tr>
<td>APR 300 or APR 325</td>
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<td></td>
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</tr>
<tr>
<td>JCM 303 (W)</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>APR 332 (W)</td>
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<td>3</td>
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</tr>
<tr>
<td>Two APR/MC 400-level electives</td>
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<tr>
<td>Choose one: MC 401, APR 451, APR 452, or APR 453</td>
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<tr>
<td>APR 433*</td>
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</table>

*May not be offered in summer.

### Minor

<table>
<thead>
<tr>
<th>COURSE</th>
<th>COURSE NAME</th>
<th>HOURS</th>
<th>DONE Y/N</th>
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<tbody>
<tr>
<td>MINOR REQUIREMENTS</td>
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<tr>
<td>SECOND MAJOR/MINOR REQUIREMENTS</td>
<td>18-36</td>
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*Optional – see note at left.

**EN 101 and EN 102 are taught together.
**EN 101 and EN 102 are taught together.
**EN 101 and EN 102 are taught together.

### Electives

<table>
<thead>
<tr>
<th>COURSE</th>
<th>COURSE NAME</th>
<th>HOURS</th>
<th>DONE Y/N</th>
</tr>
</thead>
</table>

*Optional – see note at left.

**EN 101 and EN 102 are taught together.
**EN 101 and EN 102 are taught together.
**EN 101 and EN 102 are taught together.

### Notes

- At least one minor is required. The student may opt to complete a second major instead of a minor. A second minor is also optional.
- Most students with only one minor will need 15-21 hours of electives to reach the 120-hour minimum needed for graduation. An elective can be any course the student wants to take as long as the student meets any course-specific prerequisites and is not repeating a course for which they already have credit.
# PUBLIC RELATIONS MAJOR

## FOUNDATION (16 CREDITS)

### 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 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): GS 240 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

### APR 303 (3)
**PUBLIC RELATIONS STRATEGY**
Develops the strategic thinking skills needed to plan and execute world class PR campaigns and features a range of case studies that demonstrate key course objectives. Emphasizes using research to effectively assess PR situations and developing practical writing skills required in the communications industry.

Prerequisite(s): EN 101 and EN 102 or EN 103; JCM 103, APR 290 and APR 290

## INTERMEDIATE (15 CREDITS)

### APR 300 (3)
**BASIC PRINCIPLES OF DESIGN**
Focuses on the basic elements of layout and principles of design and their application in advertising and public relations work.

Prerequisite(s): APR 260 or EN 250; and APR 225 or APR 271 or APR 241

### JCM 303 (3)
**NEWS WRITING AND REPORTING**
This course introduces the skills required for basic news writing and reporting. The contents of this course are designed to help you learn how news stories are constructed and how the news industry operates.

Prerequisite(s): HC 101, JCM 103 and JCM 200 or APR 221

### APR 325 (3)
**SOCIAL AND DIGITAL MEDIA**
Designed to develop a thorough understanding of digital and social media strategies and their application to all facets of various communication-based industries, including how many areas of a business uses digital and social media to reach their target consumers.

Prerequisite(s): APR 225 or APR 271 or APR 241

### APR 332 (3‡)
**PUBLIC RELATIONS WRITING**
Provides students with the practical writing knowledge and skills to research, plan and execute online and traditional public relations communications successfully.

Prerequisite(s): JCM 303, APR 280 and APR 303 or APR 271

## CAPSTONE (6 CREDITS)

### APR/MC 400-LEVEL (3)
**ELECTIVE (STUDENT’S CHOICE)**

### APR/MC 400-LEVEL (3)
**ELECTIVE (STUDENT’S CHOICE)**

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

Updated: 08-11-2021

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**PUBLIC RELATIONS MAJOR**

**FOUNDATION** (16 CREDITS)

- **MC 101 (3*)** INTRO TO MASS COMMUNICATION
- **JCM 103 (1)** MECHANICS OF MEDIA WRITING
- **APR 231 (3*)** INTRO TO PUBLIC RELATIONS
- **APR 241 (3*)** INTRO TO ADVERTISING AND PR
- **APR 280 (3)** INTRO TO AUDIENCE ANALYSIS
- **APR 290 (3)** INTRO TO CHANNELS & MESSAGING
- **APR 303 (3)** PUBLIC RELATIONS STRATEGY

**INTERMEDIATE** (15 CREDITS)

- **APR 300 (3)** BASIC PRINCIPLES OF DESIGN
- **JCM 303 (3)** NEWS WRITING AND REPORTING
- **APR 325 (3)** SOCIAL AND DIGITAL MEDIA
- **APR 332 (3‡)** PUBLIC RELATIONS WRITING

**CAPSTONE** (6 CREDITS)

- **APR/MC 400-LEVEL (3)** ELECTIVE (STUDENT’S CHOICE)

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THE UNIVERSITY OF ALABAMA
ADVERTISING + PUBLIC RELATIONS

* Updated: 08-11-2021*
**PUBLIC RELATIONS MAJOR**

**SUGGESTED COURSE PLAN**

### FRESHMAN YEAR

**SEMESTER 1** (15 credits)
- APR 241 or APR 231 (SB) 3
- MC 101 (SB) 3
- EN 101 (FC) 3
- CIS 250 (C) 3
- Elective 3

**SEMESTER 2** (16 credits)
- APR 290 3
- CIS 260 (C) 3
- JCM 103 1
- EN 102 (FC) 3
- Fine arts (FA) 3
- Elective 3

### SOPHOMORE YEAR

**SEMESTER 1** (15 credits)
- JCM 303 (W) 3
- APR 280 3
- First literature (L) 3
- MATH 110 (MA) or MATH 112 (MA) 3
- Elective 3

**SEMESTER 2** (15 credits)
- APR 303 (W) 3
- Second literature (L) 3
- APR 300 or APR 325 3
- Minor 3
- Minor or elective 3

### JUNIOR YEAR

**SEMESTER 1** (16 credits)
- APR/MC 400-level elective 3
- APR/MC 400-level elective 3
- Natural science with lab (NS) 4
- Minor 3

**SEMESTER 2** (16 credits)
- APR 433 3
- Minor 3
- Minor or elective 3
- Elective 3

### SENIOR YEAR

**SEMESTER 1** (15 credits)
- APR 451 or APR 452 or APR 453 or MC 401 3
- Minor 3
- Minor or elective 3
- Elective 3

**SEMESTER 2** (12 credits)
- APR 433 3
- Minor 3
- Minor or elective 3
- Elective 3

---

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

---

C  Computer Science Core  
FC  Freshman Composition Core  
HI  History Core  
L  Literature Core  
MA  Math Core  
SB  Social & Behavioral Science Core  
W  Writing Core  

---

**THE UNIVERSITY OF ALABAMA**  
**ADVERTISING + PUBLIC RELATIONS**
DIGITAL COMMUNICATION CONCENTRATION

15 CREDIT HOURS

APR 300 [3]  BASIC PRINCIPLES OF DESIGN
Focuses on the basic elements of layout and principles of design and their application in advertising and public relations work.
Prerequisite(s): APR 260 or CIS 250; and APR 221 or APR 231 or APR 241

APR 325 [3]  SOCIAL AND DIGITAL MEDIA
Designed to develop a thorough understanding of digital and social media strategies and their application to all facets of various communication-based industries, including how many areas of a business uses digital and social media to reach their target consumers.
Prerequisite(s): APR 221 or APR 231 or APR 241

APR 333 [3]  DIGITAL WRITING AND STRATEGY
This course is designed to provide students with skills and concepts to effectively create content across digital media platforms. Students will be introduced to frameworks and practices on content creation and strategy, along with tools on how to drive the development of future content through analytics.
Prerequisite(s): APR 325 and APR 303 or APR 271

APR 430 [3]  ADVANCED DIGITAL MARKETING
This workshop-style course is designed to provide students with the practical, theoretical and analytical knowledge and skills required to effectively develop, monitor, and execute digitally based and social media campaigns.
Prerequisite(s): APR 333 or JCM 303

APR/MC 400-LEVEL [3]  ELECTIVE (STUDENT’S CHOICE)

THE UNIVERSITY OF ALABAMA
ADVERTISING + PUBLIC RELATIONS

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

Updated: 09-27-2022
## Digital Communication Concentration

### Suggested Course Plan

### Freshman Year

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<tr>
<th>Semester 1 (15 credits)</th>
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<tbody>
<tr>
<td><strong>APR 241 or APR 231</strong> (SB)</td>
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<td><strong>MC 101</strong> (SB)</td>
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<td><strong>EN 101</strong> (FC)</td>
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<tr>
<td><strong>CIS 260</strong> (C)</td>
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<table>
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<tr>
<td><strong>APR 290</strong></td>
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<td><strong>JCM 103</strong></td>
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<td><strong>EN 102</strong> (FC)</td>
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<td><strong>CIS 250</strong> (C)</td>
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<td><strong>History</strong> (HI)</td>
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### Sophomore Year

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<td><strong>APR 280</strong></td>
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<td><strong>COM 123</strong> (HII)</td>
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<td><strong>MATH 110</strong> (MA) or <strong>MATH 112</strong> (MA)</td>
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<td><strong>APR 303</strong> (W)</td>
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<td><strong>APR 325</strong></td>
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<td><strong>Second literature</strong> (L)</td>
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<td><strong>Fine arts</strong> (FA)</td>
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### Junior Year

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<td><strong>APR 300</strong></td>
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<td><strong>APR 333</strong> (W)</td>
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<tr>
<td><strong>Natural science with lab</strong> (NS)</td>
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<td><strong>Minor</strong></td>
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<tr>
<td><strong>Elective</strong></td>
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<table>
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<th>Semester 2 (16 credits)</th>
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<tbody>
<tr>
<td><strong>APR 430</strong></td>
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<tr>
<td><strong>APR/MC 400-level elective</strong></td>
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<tr>
<td><strong>Natural science with lab</strong> (NS)</td>
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<tr>
<td><strong>Minor</strong></td>
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### Senior Year

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<td><strong>APR 451 or APR 452 or APR 453 or MC 401</strong></td>
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<td><strong>Minor</strong></td>
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<table>
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<th>Semester 2 (12 credits)</th>
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<tr>
<td><strong>APR 433</strong></td>
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<td><strong>Minor or elective</strong></td>
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<td><strong>Elective</strong></td>
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</table>

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

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HI: History Core  
L: Literature Core  
MA: Math Core  
SB: Social & Behavioral Science Core  
W: Writing Core  

[THE UNIVERSITY OF ALABAMA]  
ADVERTISING + PUBLIC RELATIONS

Updated: 09-27-2022
## PREREQUISITES FOR APR
### AND REQUIRED CIS/JN/MC COURSES

<table>
<thead>
<tr>
<th>COURSE</th>
<th>PREREQUISITES</th>
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<tr>
<td>APR 221 Intro to Advertising (SB)</td>
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<tr>
<td>APR 231 Intro to Public Relations (SB)</td>
<td>none</td>
</tr>
<tr>
<td>APR 241 Intro to Advertising &amp; PR</td>
<td>none</td>
</tr>
<tr>
<td>APR 270 Strategic Thinking (AD)</td>
<td>APR 221*, APR 260*, JCM 103, and MC 101</td>
</tr>
<tr>
<td></td>
<td>*If you took APR 241 instead of APR 221 or CIS 250 instead of APR 260, email <a href="mailto:myrick@apr.ua.edu">myrick@apr.ua.edu</a> for a prerequisite override.</td>
</tr>
<tr>
<td>APR 271 Strategic Thinking (PR)</td>
<td>APR 231*, APR 260*, JCM 103, and MC 101</td>
</tr>
<tr>
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<td>*If you took APR 241 instead of APR 231 or CIS 250 instead of APR 260, email <a href="mailto:myrick@apr.ua.edu">myrick@apr.ua.edu</a> for a prerequisite override.</td>
</tr>
<tr>
<td>APR 280 Intro to Audience Analysis</td>
<td>CIS 260 with concurrency</td>
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<tr>
<td>APR 290 Intro to Channels and Messaging</td>
<td>None</td>
</tr>
<tr>
<td>APR 300 Basic Principles of Design</td>
<td>APR 260 or CIS 250; and APR 221, APR 231 or APR 241</td>
</tr>
<tr>
<td>APR 301 Software Applications II</td>
<td>APR 260 or CIS 250; and admission into Minerva</td>
</tr>
<tr>
<td>APR 302 Advertising Strategy (W)</td>
<td>EN 101 and EN 102 or EN 103; JCM 103, APR 280 and APR 290</td>
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<tr>
<td>APR 303 Public Relations Strategy (W)</td>
<td>EN 101 and EN 102 or EN 103; JCM 103, APR 280 and APR 290</td>
</tr>
<tr>
<td>APR 310 Concepting</td>
<td>APR 221 or APR 241; APR 260 or CIS 250; and admission into Minerva</td>
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<tr>
<td>APR 322 Copywriting Seminar (W)</td>
<td>APR 310 and admission into Minerva; APR 410 with concurrency</td>
</tr>
<tr>
<td>APR 323 Art Direction Seminar</td>
<td>APR 310 and admission into Minerva; APR 410 with concurrency</td>
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<tr>
<td>APR 325 Social and Digital Media</td>
<td>APR 221 or APR 231 or APR 241</td>
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<tr>
<td>APR 332 Public Relations Writing (W)</td>
<td>JCM 303, APR 280 and APR 303 or APR 271</td>
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<tr>
<td>APR 333 Digital Writing and Strategy (W)</td>
<td>APR 325 and APR 303 or APR 271</td>
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<tr>
<td>APR 401 Software Applications III</td>
<td>APR 301 and admission into Minerva</td>
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<tr>
<td>APR 410 Portfolio I</td>
<td>APR 310 and admission into Minerva</td>
</tr>
<tr>
<td>APR 411 Portfolio II</td>
<td>APR 410 and admission into Minerva</td>
</tr>
<tr>
<td>APR 412 Portfolio III</td>
<td>APR 411 and admission into Minerva</td>
</tr>
<tr>
<td>APR 415 Online Magazine Writing (W)</td>
<td>APR 280 and APR 332 or APR 422 or APR 410 or APR 333; and instructor permission</td>
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<tr>
<td>APR 419 Concepting and Implementation (W)</td>
<td>APR 280 or CIS 250; APR 300; and APR 332 or APR 422</td>
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<tr>
<td>APR 421 Account Planning</td>
<td>APR 280 and APR 302 or APR 270</td>
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<tr>
<td>APR 422 Channel Planning</td>
<td>APR 280 and APR 302 or APR 303 or APR 270 or APR 271</td>
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<tr>
<td>APR 423 A+PR Management (W)</td>
<td>APR 280 and APR 302 or APR 303 or APR 270 or APR 271</td>
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<tr>
<td>APR 424 Advertising Campaigns</td>
<td>APR 422 or APR 322 or APR 323; and APR 451 or APR 452 or APR 453 or MC 401</td>
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<tr>
<td>APR 425 Crisis and Emergency Management</td>
<td>APR 280 and APR 302 or APR 303 or APR 270 or APR 271</td>
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<tr>
<td>APR 426 International Public Relations</td>
<td>APR 280 and APR 302 or APR 303 or APR 270 or APR 271</td>
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<tr>
<td>APR 427 Public Relations Leadership</td>
<td>APR 280 and APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 428 Nonprofit Communications</td>
<td>APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 429 Sport Publicity and Promotion</td>
<td>APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 430 Advanced Digital Marketing</td>
<td>APR 333 or JCM 303</td>
</tr>
<tr>
<td>APR 433 Public Relations Campaigns</td>
<td>APR 332 or APR 333; and APR 451 or APR 452 or APR 453 or MC 401</td>
</tr>
<tr>
<td>APR 451 Business for Strategic Communicators</td>
<td>APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 452 Ethics and Professionalism</td>
<td>APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 453 Investigation and Insights</td>
<td>APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 454 Consumer Psychology</td>
<td>APR 302 or APR 303 or APR 270 or APR 271</td>
</tr>
<tr>
<td>APR 455 Advanced Media Strategy</td>
<td>APR 422 and admission into consumer specialization</td>
</tr>
<tr>
<td>APR 456 Media Relations</td>
<td>APR 332 or APR 422 or APR 333</td>
</tr>
<tr>
<td>APR 490 Special Topics</td>
<td>MC 101 and junior standing</td>
</tr>
<tr>
<td>CIS 250 Intro to Design Software (C)</td>
<td>none</td>
</tr>
<tr>
<td>CIS 260 Intro to Media ResearchSoftware (C)</td>
<td>none</td>
</tr>
<tr>
<td>JCM 103 Mechanics of Media Writing</td>
<td>none</td>
</tr>
<tr>
<td>JCM 303 News Reporting and Reporting</td>
<td>JCM 103 and JCM 180 or APR 231</td>
</tr>
<tr>
<td>MC 101 Introduction to Mass Communication</td>
<td>none</td>
</tr>
<tr>
<td>MC 401 Mass Communication Law</td>
<td>MC 101, junior standing (61 hours) and GPA 2.0 or better</td>
</tr>
<tr>
<td>MC 495 and other MC 400-level courses</td>
<td>MC 101, junior standing (61 hours) and GPA 2.0 or better</td>
</tr>
</tbody>
</table>

**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](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/](https://catalog.ua.edu/undergraduate/commerce-business-administration/economics-finance-legal-studies/)


**ENTREPRENEURSHIP, GENERAL BUSINESS, HUMAN RESOURCE MANAGEMENT, MANAGEMENT, MANAGEMENT COMMUNICATION**: [https://catalog.ua.edu/undergraduate/commerce-business-administration/management/](https://catalog.ua.edu/undergraduate/commerce-business-administration/management/)

**INTERNATIONAL BUSINESS, SALES, SERVICES MARKETING**: [https://catalog.ua.edu/undergraduate/commerce-business-administration/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 216), 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.

**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 360; 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, 381, 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 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.

*This list is not comprehensive. Always see your minor advisor for guidance in course selection.*

Updated: 08-11-2021
# COMMON SUGGESTIONS FOR CORE COURSES

<table>
<thead>
<tr>
<th>COURSE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMPOSITION (FC)</strong></td>
<td></td>
</tr>
<tr>
<td>EN 101</td>
<td>English Composition I</td>
</tr>
<tr>
<td>EN 102</td>
<td>English Composition II</td>
</tr>
<tr>
<td>EN 103</td>
<td>Advanced English Composition [satisfies (FC) core by itself]</td>
</tr>
<tr>
<td>EN 104</td>
<td>BUI English Composition</td>
</tr>
<tr>
<td>EN 120</td>
<td>English Composition for Non-Native Speakers I</td>
</tr>
<tr>
<td>EN 121</td>
<td>English Composition for Non-Native Speakers II</td>
</tr>
<tr>
<td><strong>FINE ARTS (FA)</strong></td>
<td></td>
</tr>
<tr>
<td>ARH 151</td>
<td>Intro to the Visual Arts (not for ART or ARH majors)</td>
</tr>
<tr>
<td>ARH 252</td>
<td>Survey of Art I</td>
</tr>
<tr>
<td>ARH 253</td>
<td>Survey of Art II</td>
</tr>
<tr>
<td>ARH 254</td>
<td>Survey of Art III (non-Western art history)</td>
</tr>
<tr>
<td>BA 205</td>
<td>Intro to Book Arts</td>
</tr>
<tr>
<td>EN 200</td>
<td>Creative Writing (see course description for prerequisites: catalog.ua.edu)</td>
</tr>
<tr>
<td>FA 200</td>
<td>Introduction to Fine Arts</td>
</tr>
<tr>
<td>JCM 112</td>
<td>Motion Picture History and Criticism</td>
</tr>
<tr>
<td>MUS 121</td>
<td>Intro to Listening (not for School of Music majors) or MUS 122 Honors Intro to Listening</td>
</tr>
<tr>
<td>NEW 212</td>
<td>Creativity (or NEW 213 Honors Creativity)</td>
</tr>
<tr>
<td>TH 114</td>
<td>Intro to the Theatre</td>
</tr>
<tr>
<td>UH 212</td>
<td>Art for Life’s Sake</td>
</tr>
<tr>
<td><strong>LITERATURE (L)</strong> (Two required)</td>
<td></td>
</tr>
<tr>
<td>English literature</td>
<td>EN 205 and EN 206 (EN 215 and EN 216 honors equivalents)</td>
</tr>
<tr>
<td>American literature:</td>
<td>EN 209 and EN 210 (EN 219 and EN 220 honors equivalents)</td>
</tr>
<tr>
<td>World literature</td>
<td>EN 207 and EN 208 (EN 217 and EN 218 honors equivalents)</td>
</tr>
<tr>
<td>African American literature</td>
<td>EN 249 (or AAST 249) and EN 250 (EN 251 and EN 252 honors equivalents)</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>COURSE</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td><strong>HISTORY (HI)</strong></td>
<td></td>
</tr>
<tr>
<td>HY 101</td>
<td>Western Civilization to 1648 (HY 105 honors equivalent)</td>
</tr>
<tr>
<td>HY 102</td>
<td>Western Civilization since 1648 (HY 106 honors equivalent)</td>
</tr>
<tr>
<td>HY 103</td>
<td>American Civilization to 1865 (HY 107 honors equivalent)</td>
</tr>
<tr>
<td>HY 104</td>
<td>American Civilization since 1865 (HY 108 honors equivalent)</td>
</tr>
<tr>
<td>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)</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>MATHEMATICS (MA)</strong></td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td><strong>NATURAL SCIENCE (NS)</strong></td>
<td></td>
</tr>
<tr>
<td>AY 101/AY 102 (lecture/lab)</td>
<td>Intro to Astronomy</td>
</tr>
<tr>
<td>BSC 108</td>
<td>(emphasis on cellular biology)</td>
</tr>
<tr>
<td>BSC 109</td>
<td>(emphasis on physiology; BSC 108 is not a prerequisite)</td>
</tr>
<tr>
<td>GEO 101</td>
<td>(study of the Earth’s materials, processes, etc.)</td>
</tr>
<tr>
<td>GEO 102</td>
<td>(Earth’s geologic history; GEO 101 is not a prerequisite)</td>
</tr>
<tr>
<td>GEO 104</td>
<td>(geologic and other Earth hazards and how humans increase those hazards)</td>
</tr>
<tr>
<td>GEO 105</td>
<td>(important Earth resources and the human impact on them)</td>
</tr>
<tr>
<td>GY 101</td>
<td>(Earth-space relations, weather patterns, climate)</td>
</tr>
<tr>
<td>GY 102</td>
<td>(Earth-surface processes, landscape, mapping; GY 101 is not prerequisite)</td>
</tr>
<tr>
<td>NEW 243</td>
<td>Interdisciplinary Sciences</td>
</tr>
<tr>
<td>Note: Other NS courses such as CH 101, CH 102, BSC 114:115, BSC 116:117, PH 101, PH 102 also work.</td>
<td></td>
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<tr>
<td>COURSE</td>
<td>DESCRIPTION</td>
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<tr>
<td><strong>SOCIAL/BEHAVIORAL SCIENCES (SB)</strong></td>
<td></td>
</tr>
<tr>
<td>APR 221</td>
<td>Intro to Advertising (SB course required with &quot;C-&quot; or above for PR majors in 2021-22 catalog, if not taking APR 241)*</td>
</tr>
<tr>
<td>APR 231</td>
<td>Intro to Public Relations (SB course required with &quot;C-&quot; or above for PR majors in 2021-22 catalog, if not taking APR 241)*</td>
</tr>
<tr>
<td>EC 110</td>
<td>Principles of Microeconomics (SB course required with &quot;C-&quot; or above for advertising majors)</td>
</tr>
<tr>
<td>MC 101</td>
<td>Introduction to Mass Communication (SB course required with &quot;C-&quot; or above for advertising and PR majors in 2021-22 catalog)</td>
</tr>
<tr>
<td>ANT 100</td>
<td>Intro to Anthropology</td>
</tr>
<tr>
<td>ANT 102</td>
<td>Intro Cultural Anthropology</td>
</tr>
<tr>
<td>APR 101</td>
<td>Creativity and American Culture</td>
</tr>
<tr>
<td>CJ 100</td>
<td>Intro to Criminal Justice</td>
</tr>
<tr>
<td>COM 101</td>
<td>Principles of Human Communication</td>
</tr>
<tr>
<td>COM 220</td>
<td>Interpersonal Communication (COM 219 honors equivalent)</td>
</tr>
<tr>
<td>GY 105</td>
<td>World Regional Geography</td>
</tr>
<tr>
<td>GY 110</td>
<td>People, Places and Environment</td>
</tr>
<tr>
<td>HD 101</td>
<td>Life Span Human Development (HD 102 honors equivalent)</td>
</tr>
<tr>
<td>JCM 100</td>
<td>Introduction to Story</td>
</tr>
<tr>
<td>PSC 101</td>
<td>Intro to American Politics</td>
</tr>
<tr>
<td>PY 101</td>
<td>Intro to Psychology (PY 105 honors equivalent)</td>
</tr>
<tr>
<td>SOC 101</td>
<td>Intro to Sociology</td>
</tr>
<tr>
<td><strong>WRITING (W)</strong>* (Two required)</td>
<td>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</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>COURSE</th>
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</thead>
<tbody>
<tr>
<td><strong>FOREIGN LANGUAGE (FL)</strong></td>
<td></td>
</tr>
<tr>
<td>FR 101 and 102</td>
<td>Elementary French</td>
</tr>
<tr>
<td>GN 101 and 102</td>
<td>Elementary German</td>
</tr>
<tr>
<td>IT 101 and 102</td>
<td>Elementary Italian</td>
</tr>
<tr>
<td>JA 101 and 102</td>
<td>Elementary Japanese</td>
</tr>
<tr>
<td>LA 101 and 102</td>
<td>Elementary Latin</td>
</tr>
<tr>
<td>RUS 101 and 102</td>
<td>Elementary Russian</td>
</tr>
<tr>
<td>SP 101 and 102</td>
<td>Elementary Spanish</td>
</tr>
<tr>
<td>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 where201/202 is a prerequisite will be considered as having satisfied this requirement in one semester.</td>
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</tbody>
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<thead>
<tr>
<th>COURSE</th>
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<tbody>
<tr>
<td><strong>COMPUTER SCIENCE (C)</strong></td>
<td></td>
</tr>
<tr>
<td>CIS 250</td>
<td>Intro to Design Software (required for advertising &amp; PR majors in 2021-22 catalog)</td>
</tr>
<tr>
<td>CIS 260</td>
<td>Intro to Media Research software (required for advertising &amp; PR majors in 2021-22 catalog)</td>
</tr>
<tr>
<td>CS 102</td>
<td>Computer Applications</td>
</tr>
<tr>
<td>CS 202</td>
<td>Web Foundations</td>
</tr>
<tr>
<td>CS 285</td>
<td>Intro to Spreadsheets</td>
</tr>
<tr>
<td>CS 302</td>
<td>Database Applications</td>
</tr>
<tr>
<td>CS 305</td>
<td>Advanced Database Applications (Prerequisite: CS 302 with grade of C- or above)</td>
</tr>
<tr>
<td>CS 312</td>
<td>Website Design (Prerequisite: CS 202 with grade of C- or above)</td>
</tr>
<tr>
<td>CS 385</td>
<td>Advanced Spreadsheets (Prerequisite: CS 285 with grade of C- or above)</td>
</tr>
<tr>
<td>CS 340</td>
<td>Legal &amp; Ethical Issues in Computing</td>
</tr>
<tr>
<td>CS 345</td>
<td>Advanced Legal &amp; Ethical Issues in Computing (Prerequisite: CS 340 with grade of C- or above)</td>
</tr>
<tr>
<td>CSM 441</td>
<td>Consumer Communications (Prerequisite: CS 102 or CSM 101)</td>
</tr>
<tr>
<td>CSM 447</td>
<td>Advanced Digital Tools</td>
</tr>
<tr>
<td>ST 260</td>
<td>Statistical Data Analysis (Prerequisite: MATH 112, 115, 121, 125, 145 or 146)</td>
</tr>
</tbody>
</table>
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, 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

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**A+PR**
THE UNIVERSITY OF ALABAMA
ADVERTISING + PUBLIC RELATIONS

Updated: 06-08-2021
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<tr>
<th>FACULTY</th>
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<td><strong>ADVERTISING</strong></td>
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<tr>
<td>MR. MARK BARRY</td>
<td>Creative, Art Direction, Copywriting</td>
<td>Creative Communications</td>
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<tr>
<td>DR. STEVEN HOLIDAY</td>
<td>Persuasion Theory, Management, Research Methods</td>
<td>Family &amp; Media, Advertising Literacy Development, Nontraditional Advertising</td>
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<tr>
<td>DR. HYOUNGKOO KHANG</td>
<td>Campains, Management, Research Methods</td>
<td>Self Traits &amp; New Media, Political Advertising, Cultural Dimensions</td>
</tr>
<tr>
<td>DR. JIHOON “JAY” KIM</td>
<td>Advertising Management &amp; Research, Consumer Psychology</td>
<td>Immersive VR Experience, Emerging Media Brand Communication, Sports Communication</td>
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<tr>
<td>DR. LANCE KINNEY</td>
<td>Advertising Strategy &amp; Media, Advertising Management, Research</td>
<td>Event Sponsorship, Advertising Effectiveness, MassMedia Effects</td>
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<tr>
<td>DR. DONG JAE (JAY) LIM</td>
<td>Ad Management, Research Methods, Campaigns</td>
<td>Advertising Literacy, Public Service Announcements for Sustainability Goals, and Consumer Psychology</td>
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<tr>
<td>MR. JAY WATERS</td>
<td>AdTeam, Media Planning, Agency Management, Strategy &amp; Insights</td>
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<td><strong>ADVERTISING/PUBLIC RELATIONS</strong></td>
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<tr>
<td>DR. BRIAN C. BRITT</td>
<td>Research Methods, Theory</td>
<td>Computational Social Science, Online Organizations, Network Evolution, Research Methodology, Psychometric Validation</td>
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<tr>
<td>DR. KENON BROWN</td>
<td>Research &amp; Strategic Planning, Management, Campaigns</td>
<td>Image &amp; Reputation MGT, Sports Media, Minority Recruitment &amp; Retention in Mass Comm</td>
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<tr>
<td>MS. SUSAN DORIA</td>
<td>Creative, Concepting &amp; Implementation, Campaigns, Community Engaged Learning</td>
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<tr>
<td>MS. TERI HENLEY, APR</td>
<td>Capstone Agency, Bateman Team, Campaigns</td>
<td>Nonprofit Communications, Community Engaged Learning, Campaigns</td>
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<tr>
<td>MR. RANDALL HUFFAKER</td>
<td>Creative, Social Media</td>
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<tr>
<td>MR. MIKE LITTLE</td>
<td>Campains, Creative</td>
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<tr>
<td>MS. TRACY SIMS, APR</td>
<td>Platform Magazine, Campaigns, Writing</td>
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<tr>
<td>MS. JANET WALKER</td>
<td>Graphic Design, Art Direction, Creative, Copywriting, Typography</td>
<td>Information Design, Organizational Design, Social Good &amp; Design</td>
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<tr>
<td><strong>PUBLIC RELATIONS</strong></td>
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<tr>
<td>DR. COURTNEY BOMAN</td>
<td>Public Relations Writing, Research Methods, Crisis Communication</td>
<td>Crisis Communication, Risk Communication, Disinformation, Positive Communication, Corporate Social Advocacy</td>
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<tr>
<td>DR. KARLA GOWER</td>
<td>Management, Writing;</td>
<td>PR History, Legal Issues Affecting PR, Crisis Communication</td>
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<tr>
<td>DR. SUZANNE HORSLEY</td>
<td>PR Campaigns, PR Writing, Crisis Communication</td>
<td>Crisis Communication, Disaster Management, Government Communication</td>
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<tr>
<td>DR. EYUN-JUNG KI</td>
<td>PR Management, PR Campaigns, PR Theories</td>
<td>Organization-Public Relationship Management &amp; 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</td>
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<tr>
<td>DR. SEDYEON KIM</td>
<td>PR Theories, PR Campaigns, Crisis Management;</td>
<td>Corporate Social Responsibility, Crisis Communication, Health Communication</td>
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<tr>
<td>DR. LAURA LEMON</td>
<td>PR Writing and Campaigns</td>
<td>Internal Communication, Employee Engagement, Social Media, Mindfulness</td>
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<tr>
<td>DR. MATTHEW VANDYKE</td>
<td>Introduction to Public Relations; PR Writing; PR Campaigns, PR Management, Research</td>
<td>Research Areas: Science, Environmental &amp; Risk Communication; Science Public Relations; Media Processes &amp; Effects</td>
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<tr>
<td>DR. DAMION WAYMER, A+PR DEPARTMENT CHAIR</td>
<td>Issues Management, Reputation Management, PR Theories</td>
<td>Issues Management, Diversity Issues in PR, Corporate Social Responsibility, PR Education</td>
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