

PUBLIC RELATIONS MAJOR

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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

PICK ONE

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

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 280 and APR 290

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INTERMEDIATE

(15 CREDITS)

PICK ONE

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

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): MC 101, JCM 103 and JCM 200 or APR 231

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

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

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CAPSTONE

(6 CREDITS)

PICK ONE

MC 401 (3) | MASS COMMUNICATION LAW

Study of laws and regulations affecting the mass media and the fields of mass communication.

Prerequisite(s): MC 101, junior standing (61 hours) and
GPA 2.0 or better

APR 451 (3) | BUSINESS FOR STRATEGIC COMMUNICATORS

This course examines strategic communication in a business context. Key dimensions in business, including accounting, finance, strategic decision-making, corporate reputation, transformation and governance, as well as research and measurement, are covered.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR 452 (3) | ETHICS AND PROFESSIONALISM

This course will teach students the roles of ethics and professionalism in contemporary advertising and public relations practice.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR 453 (3) | INVESTIGATION AND INSIGHTS

Designed to provide students with advanced knowledge and skills necessary to plan and analyze secondary, qualitative and quantitative data to draw meaningful academic and/or industry conclusions, monitor and measure outcomes of communication efforts, and present and visualize data proficiently.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR 433 (3) | PUBLIC RELATIONS CAMPAIGNS

This 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.

Prerequisite(s): APR 332 or APR 333; and APR 451 or APR 452 or APR 453 or MC 401



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

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SUGGESTED COURSE PLAN (EFFECTIVE FALL 2021)

FRESHMAN YEAR	
SEMESTER 1 [15 credits]	
APR 241 or APR 231 ^(SB)	3
MC 101 ^(SB)	3
EN 101 ^(FC)	3
CIS 260 ^(C)	3
Elective	3
SEMESTER 2 [16 credits]	
APR 290	3
APR 280	3
JCM 103	1
EN 102 ^(FC)	3
CIS 250 ^(C)	3
Elective	3

SOPHOMORE YEAR	
SEMESTER 1 [15 credits]	
APR 303 ^(W)	3
APR 300 or APR 325	3
First literature ^(L)	3
MATH 110 ^(MA) or MATH 112 ^(MA)	3
Elective	3
SEMESTER 2 [15 credits]	
JCM 303 ^(W)	3
Second literature ^(L)	3
Fine arts ^(FA)	3
Minor	3
Minor or elective	3

JUNIOR YEAR	
SEMESTER 1 [16 credits]	
APR 332 ^(W)	3
COM 123 ^(HU)	3
History ^(HI)	3
Natural science with lab ^(NS)	4
Minor	3
SEMESTER 2 [16 credits]	
APR/MC 400-level elective	3
APR/MC 400-level elective	3
Natural science with lab ^(NS)	4
Minor	3
Elective	3

SENIOR YEAR	
SEMESTER 1 [15 credits]	
APR 451 or APR 452 or APR 453 or MC 401	3
Minor	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	MA	Math Core
FC	Freshman Composition Core	SB	Social & Behavioral Science Core
HI	History Core	W	Writing Core
L	Literature Core		

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