

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 §

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)



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

ADVERTISING CREATIVE CONCENTRATION

Admission to advertising creative concentration is required by application in the spring.

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): C-or above in APR 260 or CIS 250[§]; and C-or above in APR 221 or APR 231 or APR 241

APR 310 ^(4*) CONCEPTING

Rooted in the development of ideation skills and helping students to self-identify as either art directors or writers. Students acquire techniques and develop personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept: the distinctive, guiding idea that drives campaign messages.

Prerequisite(s): C-or above in APR 221 or APR 241; C-or above in APR 260 or CIS 250[§]

PICK ONE

APR 322 ^(3*) COPYWRITING SEMINAR

For aspiring writers, this course offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting

Prerequisite(s): C-or above in APR 310; Prerequisite with concurrency: APR 410

APR 323 ⁽³⁾ ART DIRECTION SEMINAR

For aspiring art directors, this course offers an in-depth examination of formal graphic design principles and their application in advertising via lectures, reading assignments and projects. Topics include color theory, typography, and layout as well as applied skills associated with an art director's daily work.

Prerequisite(s): C-or above in APR 310; Prerequisite with concurrency: APR 410

APR 410 ⁽⁴⁾ PORTFOLIO 1

This workshop course is devoted to the development and execution of portfolio pieces reflecting the pursuit of sound strategic and conceptual thinking.

Prerequisite(s): C-or above in APR 310

APR 411 ⁽⁴⁾ PORTFOLIO 2

This workshop course is devoted to the continued development and professional-level execution of a complete advertising portfolio reflecting mastery of strategic and conceptual thinking.

Prerequisite(s): C-or above in APR 410

NOTE TO ART DIRECTORS

APR 301 ⁽¹⁾ SOFTWARE APPLICATIONS I

ART DIRECTORS MUST ALSO TAKE THIS COURSE

Provides intermediate level training for aspiring art directors in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as video editing, web and mobile app development, and animation.

Prerequisite(s): C-or above in APR 260 or CIS 250[§]; Prerequisite with concurrency: APR 410

APR 401 ⁽¹⁾ SOFTWARE APPLICATIONS II

ART DIRECTORS MUST ALSO TAKE THIS COURSE

Provides advanced level training for aspiring art directors in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as video editing, web and mobile app development, and animation.

Prerequisite(s): C-or above in APR 301; Prerequisite with concurrency: APR 411



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BRAND MANAGEMENT CONCENTRATION

APR 421 (3) | ACCOUNT PLANNING

This course prepares aspiring account planners to accept responsibilities unique to the practice, including, but not limited to: the writing of creative briefs, data analysis, new product development consultancy, maintenance of productive account team relationships, social anthropology-based research, foresight and media communication planning.

Prerequisite(s): C-or above in APR 302 or APR 270 and APR 280

APR 422 (3) | CHANNEL PLANNING

A wide-ranging, strategically focused course intended to develop decision-making skills involving both traditional and non-traditional media as well as the use of other communication channels. Students execute a case study project that involves complex strategy and media buying.

Prerequisite(s): C-or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271

APR 423 (3*) | A+PR MANAGEMENT

Examines the managerial role in both advertising and public relations practice. Key dimensions in communication management, including, but not limited to, professional and business ethics, business and financial literacy, media management, organizational culture and communication, and leadership are covered.

Prerequisite(s): C-or above in APR 280 and 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): C-or above in APR 302 or APR 303 or APR 270 or APR 271

Note: APR 453 cannot also count as a capstone course in the advertising major.

APR 454 (3) | CONSUMER PSYCHOLOGY

A comprehensive study of behavioral models and concepts designed to help understand, evaluate, and predict consumer behavior. This course will deepen a student's knowledge about consumer psychology and help them apply the knowledge from the perspective of an advertising and public relations professional.

Prerequisite(s): C-or above in APR 302 or APR 303 or APR 270 and APR 280



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INTEGRATED CHANNEL PLANNING CONCENTRATION

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): C- or above in APR 221 or APR 231 or APR 241

APR 422 (3) | CHANNEL PLANNING

A wide-ranging, strategically focused course intended to develop decision-making skills involving both traditional and non-traditional media as well as the use of other communication channels. Students execute a case study project that involves complex strategy and media buying.

Prerequisite(s): C- or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271

APR 455 (3) | ADVANCED MEDIA STRATEGY

This course is designed to mentor advertising and public relations students with an interest in media strategy to participate in the Washington Media Scholars Foundation (WMSF) competition.

Prerequisite(s): C- or above in APR 422

APR 456 (3) | MEDIA RELATIONS

This course is designed to provide students with the knowledge and skills to manage relationships with media gatekeepers in order to facilitate communication through their channels, including media selection, build relationships with gatekeepers, and interact with the media through interviews and press conferences.

Prerequisite(s): APR 332 or APR 333 or APR 422

APR/MC 400-LEVEL (3)

ELECTIVE (STUDENT'S CHOICE)



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15 CREDIT HOURS

DIGITAL COMMUNICATION CONCENTRATION

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): C-or above in APR 260 or CIS 250 †; and C-or above in 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): C-or above in 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): C-or above in 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 successfully develop, monitor, and execute digitally based and social media campaigns.

Prerequisite(s): C-or above in APR 333 or JCM 303

APR/MC 400-LEVEL ⁽³⁾

ELECTIVE (STUDENT'S CHOICE)



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