

# PUBLIC RELATIONS MAJOR:

## GENERALIST PATH DEGREE CHECKSHEET

### CORE

COURSE	COURSE NAME	HOURS	DONE Y/N
<b>FIRST-YEAR COMPASS COURSES</b>		<b>3-6</b>	
UA 101		1	
CIS 100 (or other FYCC course)		2-5	
<b>WRITTEN COMPOSITION</b>		<b>3</b>	
EN 103 or EN 104 (at least "C-" required)		3	
<b>NATURAL SCIENCE AND MATH</b>		<b>11</b>	
NS		3 / 4	
NS lab		1 / 0	
NS		3 / 4	
NS lab		1 / 0	
MATH or statistics <sup>1</sup> (at least a C- required)		3	
<b>HISTORY AND SOCIAL/BEHAVIORAL SCIENCE</b>		<b>9</b>	
HY		3	
HY or SB <sup>2</sup>		3	
HY or SB <sup>2</sup>		3	
<b>HUMANITIES, LITERATURE, FINE ARTS, AND WORLD LANGUAGES</b>		<b>9-11</b>	
EN literature course		3	
HU, L, FA or WL <sup>3</sup>		3	
HU, L, FA or WL <sup>3</sup>		3	
<b>U.S. &amp; GLOBAL CITIZENSHIP AND WRITING</b>		<b>9</b>	
USGC <sup>4</sup>		3	
W core <sup>5</sup>		3	
W core <sup>5</sup>		3	

See next page for notes related to this coursework.

### MAJOR

COURSE	COURSE NAME	HOURS	DONE Y/N
<b>MAJOR REQUIREMENTS</b>		<b>37</b>	
Major courses require a C- or above.			
MC 101 (SB)		3	
JCM 103		1	
APR 241 (SB)		3	
APR 280		3	
APR 290		3	
APR 303 (W)		3	
APR 300 or APR 325		3	
JCM 303 (W)		3	
APR 332 (W)		3	
Two APR/MC 400-level electives		6	
Choose one: MC 401, APR 451, APR 452, or APR 453		3	
APR 433*		3	
*May not be offered in summer.			

### MINOR

COURSE	COURSE NAME	HOURS	DONE Y/N
<b>MINOR REQUIREMENTS</b>		<b>18-27</b>	
<b>*SECOND MAJOR / MINOR REQUIREMENTS</b>		<b>18-36</b>	
*Optional – see Note on next page..			

### ELECTIVES

COURSE	COURSE NAME	HOURS	DONE Y/N



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## DEGREE CHECKSHEET NOTES

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1. **MA core:** MATH 110 or higher or a core-approved 100-level or 200-level statistics course.
2. **HY or SB core:** This 6-hour requirement can be satisfied by the following SB core courses: MC 101 or APR 241, both of which are required courses in the public relations major. You must earn at least a C- in these courses.
3. **HU, L, FA or WL core:**
  - COM 123 (or COM 124) is an ancillary course in the PR major, which requires a C- or above; you can use this HU core course to satisfy 3 hours of these 6 hours.
  - You must meet the WL proficiency requirement and can do so in a variety of ways. For those who must meet this proficiency requirement by taking the second part of an introductory language sequence course (102), you will satisfy this requirement with 10 hours: 4 hours of WL, 3 hours of L, and 3 hours of HU, L, FA or WL. If you must take both parts of an introductory language sequence (101 and 102), you will satisfy this requirement with 11 hours: 8 hours of WL and 3 hours of L.
4. **USGC core:** APR 426 can satisfy this requirement.
5. **W core:** Must earn at least a C- in Writing core courses; the following courses in the public relations major can satisfy the 6-hour W core requirement:
  - *Writing core for PR majors without a concentration (two of the three following classes):* JCM 303, APR 303 and APR 332;
  - *Writing core for the digital communication concentration:* APR 303 Public Relations Strategy and APR 333 Digital Writing and Strategy.

**NOTE for Ancillary Courses in the Major:** Students pursuing the PR major must also complete CIS 250 Intro to Design Software, CIS 260 Intro to Research, and COM 123 Public Speaking (or COM 124 Honors Public Speaking) with a C- or above. CIS 260 is a prerequisite to APR 280. CIS 250 is a prerequisite to APR 300 and APR 325. Both CIS 250 and CIS 260 will count as general electives in the degree program. COM 123 (or COM 124) can count as HU or SB core course or as a general elective.

**NOTE for Minor Requirement:** *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

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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

### 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): C- or above in CIS 260<sup>§</sup>

### 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): C- or above in MC 101

### 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): C- or above in EN 103 or EN 104; and  
C- or above in JCM 103, APR 280 and APR 290

### ANCILLARY COURSES REQUIRED FOR THE PUBLIC RELATIONS MAJOR

Students pursuing the PR major must also complete CIS 250, CIS 260, and COM 123 (or COM 124) with a C- or above. CIS 260 is a prerequisite to APR 280. CIS 250 is a prerequisite to APR 300 and APR 325. Both CIS 250 and CIS 260 will count as general electives in the degree program. COM 123 (or COM 124) can count as HU or SB core course or as a general elective.

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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): C- or above in CIS 250<sup>§</sup> and 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 use digital and social media to reach their target consumers.

Prerequisite(s): C- or above in CIS 250<sup>§</sup> and 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): C- or above in MC 101; JCM 103; and JCM 200 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): C- or above in JCM 303, APR 280 and APR 303

#### APR/MC 400-LEVEL [3]

ELECTIVE (STUDENT'S CHOICE)

#### APR/MC 400-LEVEL [3]

ELECTIVE (STUDENT'S CHOICE)

\* SB-designated  
† W-designated  
§ An ancillary course in the PR major

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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): C- or above in MC 101; junior standing (61 hours)

#### 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): C- or above in APR 302 or APR 303

#### 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): C- or above in APR 302 or APR 303

#### 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

#### 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): C- or above in APR 332 or APR 333; and C- or above in APR 451 or APR 452 or APR 453 or MC 401



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## SUGGESTED COURSE PLAN

FRESHMAN YEAR		SOPHOMORE YEAR		JUNIOR YEAR		SENIOR YEAR	
<b>SEMESTER 1</b> [14 credits]		<b>SEMESTER 1</b> [15 credits]		<b>SEMESTER 1</b> [16 credits]		<b>SEMESTER 1</b> [15 credits]	
UA 101	1	APR 280	3	APR 332 <sup>(W)</sup>	3	APR 451 or APR 452 or APR 453 or MC 401	3
CIS 250 <sup>(C)</sup>	3	JCM 303 <sup>(W)</sup>	3	HU, L, FA or WL	3	Minor	3
EN 103 <sup>(FC)</sup> or EN 104 <sup>(FC)</sup>	3	HI or SB course or elective	3	Natural science with lab <sup>(NS)</sup>	4	Minor	3
JCM 103	1	Literature <sup>(L)</sup>	3	U.S. & global citizenship <sup>(USGC)</sup>	3	Minor or elective	3
MC 101 <sup>(SB)</sup>	3	MATH 110 <sup>(MA)</sup> or higher or core-approved statistics course	3	Minor	3	Elective	3
Elective	3	<b>SEMESTER 2</b> [15 credits]		<b>SEMESTER 2</b> [16 credits]		<b>SEMESTER 2</b> [15 credits]	
<b>SEMESTER 2</b> [14 credits]		APR 303 <sup>(W)</sup>	3	APR/MC 400-level elective	3	APR 433	3
APR 241 <sup>(SB)</sup>	3	APR 300 or APR 325	3	APR/MC 400-level elective	3	Minor	3
APR 290	3	HI or SB course or elective	3	Natural science with lab <sup>(NS)</sup>	4	Minor or elective	3
CIS 100	2	HU, L, FA or WL	3	Minor	3	Elective	3
CIS 260 <sup>(C)</sup>	3	Minor	3	Elective	3	Elective	2
History <sup>(HI)</sup>	3						

See the Degree Checklist Notes included in this handout for specific course suggestions for core requirements. In addition, you must have a "C-" or above 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  
USGC U.S. & Global Citizenship  
W Writing Core



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15 CREDIT HOURS

# DIGITAL COMMUNICATION CONCENTRATION

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## **APR 300** <sup>(3)</sup> | **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 CIS 250<sup>§</sup> and APR 241<sup>\*</sup>

## **APR 325** <sup>(3)</sup> | **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 use digital and social media to reach their target consumers.

**Prerequisite(s):** C- or above in APR 241<sup>\*</sup>

## **APR 333** <sup>(3<sup>†</sup>)</sup> | **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<sup>‡</sup>

## **APR 430** <sup>(3)</sup> | **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<sup>‡</sup> or JCM 303<sup>‡</sup>

## **APR/MC 400-LEVEL** <sup>(3)</sup>

**ELECTIVE (STUDENT'S CHOICE)**



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\* SB-designated

† W-designated

§ An ancillary course

# DIGITAL COMMUNICATION CONCENTRATION

## SUGGESTED COURSE PLAN

FRESHMAN YEAR		SOPHOMORE YEAR		JUNIOR YEAR		SENIOR YEAR	
<b>SEMESTER 1</b> [14 credits]		<b>SEMESTER 1</b> [15 credits]		<b>SEMESTER 1</b> [16 credits]		<b>SEMESTER 1</b> [15 credits]	
UA 101	1	APR 280	3	APR 300	3	APR 451 or APR 452 or APR 453 or MC 401	3
CIS 250 <sup>(C)</sup>	3	HI or SB course or elective	3	APR 333 <sup>(W)</sup>	3	Minor	3
EN 103 <sup>(FC)</sup> or EN 104 <sup>(FC)</sup>	3	HU, L, FA or WL	3	Natural science with lab <sup>(NS)</sup>	4	Minor	3
JCM 103	1	Literature <sup>(L)</sup>	3	U.S. & global citizenship <sup>(USGC)</sup>	3	Minor or elective	3
MC 101 <sup>(SB)</sup>	3	MATH 110 <sup>(MA)</sup> or higher or core-approved statistics course	3	Minor	3	Elective	3
Elective	3	<b>SEMESTER 2</b> [15 credits]		<b>SEMESTER 2</b> [16 credits]		<b>SEMESTER 2</b> [15 credits]	
<b>SEMESTER 2</b> [14 credits]		APR 303 <sup>(W)</sup>	3	APR 430	3	APR 433	3
APR 241 <sup>(SB)</sup>	3	APR 325	3	APR/MC 400-level elective	3	Minor	3
APR 290	3	HI or SB course or elective	3	Natural science with lab <sup>(NS)</sup>	4	Minor or elective	3
CIS 100	2	HU, L, FA or WL	3	Minor	3	Elective	3
CIS 260 <sup>(C)</sup>	3	Minor	3	Minor	3	Elective	3
History <sup>(HI)</sup>	3						

See the Degree Checklist Notes included in this handout for specific course suggestions for core requirements. In addition, you must have a "C-" or above 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  
USGC U.S. & Global Citizenship  
W Writing Core



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# PREREQUISITES FOR APR AND REQUIRED CIS/JN/MC COURSES

NOTE: THE DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS DOES NOT PERMIT COURSES TO BE TAKEN OUT OF SEQUENCE.

COURSE	PREREQUISITES
APR 241 Intro to Advertising and Public Relations (SB)	none
APR 270 Strategic Thinking (AD)	C- or above in APR 221*, APR 260*, JCM 103, and MC 101 *If you took APR 241 instead of APR 221 or CIS 250 instead of APR 260, email myrick@apr.ua.edu for a prerequisite override.
APR 271 Strategic Thinking (PR)	C- or above in APR 231*, APR 260*, JCM 103, and MC 101 *If you took APR 241 instead of APR 231 or CIS 250 instead of APR 260, email myrick@apr.ua.edu for a prerequisite override.
APR 280 Intro to Audience Analysis	C- or above in CIS 260
APR 290 Intro to Channels and Messaging	C- or above in MC 101
APR 300 Basic Principles of Design	C- or above in APR 260 or CIS 250; and C- or above in APR 221, APR 231 or APR 241
APR 301 Software Applications II	C- or above in APR 260 or CIS 250; and admission into Minerva
APR 302 Advertising Strategy (W)	C- or above in EN 103 or EN 104; C- or above in JCM 103, APR 280 and APR 290
APR 303 Public Relations Strategy (W)	C- or above in EN 103 or EN 104; C- or above in JCM 103, APR 280 and APR 290
APR 310 Concepting	C- or above in APR 221 or APR 241; C- or above in APR 260 or CIS 250; and admission into Minerva
APR 322 Copywriting Seminar (W)	C- or above in APR 310 and admission into Minerva; APR 410 with concurrency
APR 323 Art Direction Seminar	C- or above in APR 310 and admission into Minerva; APR 410 with concurrency
APR 325 Social and Digital Media	C- or above in APR 260 or CIS 250; C- or above in APR 221 or APR 231 or APR 241
APR 332 Public Relations Writing (W)	C- or above in JCM 303, APR 280 and APR 303 or APR 271
APR 333 Digital Writing and Strategy (W)	C- or above in APR 325 and APR 303 or APR 271
APR 401 Software Applications III	C- or above in APR 301 and admission into Minerva
APR 410 Portfolio I	C- or above in APR 310 and admission into Minerva
APR 411 Portfolio II	C- or above in APR 410 and admission into Minerva

COURSE	PREREQUISITES
APR 412 Portfolio III	C- or above in APR 411 and admission into Minerva
APR 415 Online Magazine Writing (W)	C- or above in APR 280 and APR 332 or APR 422 or APR 410 or APR 333; and instructor permission
APR 419 Concepting and Implementation (W)	C- or above in APR 260 or CIS 250; APR 300 or APR 325; and APR 332 or APR 333 or APR 422
APR 421 Account Planning	C- or above in APR 280 and APR 302 or APR 270
APR 422 Channel Planning	C- or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 423 A+PR Management (W)	C- or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 424 Advertising Campaigns	C- or above in EC 110; C- or above in APR 422 or APR 322 or APR 323; and C- or above in APR 451 or APR 452 or APR 453 or MC 401
APR 425 Crisis and Emergency Management	C- or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 426 International Public Relations	C- or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 427 Public Relations Leadership	C- or above in APR 280 and APR 302 or APR 303 or APR 270 or APR 271
APR 428 Nonprofit Communications	C- or above in APR 302 or APR 303 or APR 270 or APR 271
APR 429 Sport Publicity and Promotion	C- or above in APR 302 or APR 303 or APR 270 or APR 271
APR 430 Advanced Digital Marketing	C- or above in APR 333 or JCM 303
APR 434 Twitch	C- or above in MC 101 and junior standing
APR 435 Pitch, Please	C- or above in MC 101 and junior standing
APR 436 Viral Communication	C- or above in MC 101 and junior standing
APR 437 Social Networks	C- or above in MC 101 and junior standing
APR 438 Emerging Technologies in A+PR	C- or above in MC 101 and junior standing
APR 439 Branding Principles & Practice	C- or above in MC 101 and junior standing
APR 440 Fashion Advertising and PR	None
APR 454 Consumer Psychology	C- or above in APR 302 or APR 303 or APR 270 or APR 271

See next page.



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## PREREQUISITES FOR APR AND REQUIRED CIS/JCM/MC COURSES (CONT.)

COURSE	PREREQUISITES
APR 455 Advanced Media Strategy	C- or above in APR 422
APR 456 Media Relations	C- or above in APR 332 or APR 422 or APR 333
APR 490 Special Topics	C- or above in MC 101 and junior standing
CIS 250 Intro to Design Software [C]	none
CIS 260 Intro to Consumer and Media Research Software [C]	none

COURSE	PREREQUISITES
JCM 103 Mechanics of Media Writing	none
JCM 303 News Reporting and Reporting	C- or above in JCM 103 and JCM 180 or APR 241
MC 101 Introduction to Mass Communication	none
MC 401 Mass Communication Law	C- or above in MC 101 and junior standing (61 hours)
MC 495 and other MC 400-level courses	C- or above in MC 101 and junior standing (61 hours)



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# 2024-25 MINORS FOR A+PR MAJORS

## COLLEGE OF BUSINESS MINORS

**ACCOUNTING:** <https://catalog.ua.edu/undergraduate/commerce-business-administration/accountancy>

**ACTUARIAL SCIENCE; ECONOMICS; FINANCE; PERSONAL WEALTH MANAGEMENT; REAL ESTATE; RISK MANAGEMENT & INSURANCE; VALUE INVESTING:** <https://catalog.ua.edu/undergraduate/commerce-business-administration/economics-finance-legal-studies/>

**BUSINESS CYBER SECURITY, SUPPLY CHAIN MANAGEMENT, STATISTICS:** <https://catalog.ua.edu/undergraduate/commerce-business-administration/information-systems-statistics-management-science/>

**ENTREPRENEURSHIP, GENERAL BUSINESS, HUMAN RESOURCE MANAGEMENT, INTERNATIONAL BUSINESS, MANAGEMENT, MANAGEMENT COMMUNICATION:** <https://catalog.ua.edu/undergraduate/commerce-business-administration/management/>

**SALES:** <https://catalog.ua.edu/undergraduate/commerce-business-administration/marketing/>

## OTHER MINORS

**AFRICAN AMERICAN STUDIES (21 HOURS):** Select 12 hours from the following: AAST 201 or AMS 201, AAST 249 or EN 249, AAST 302, AAST 303, AAST 319, AAST 352, AAST 401; 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, 206, or 207; AMS 231; AMS 400-level (except AMS 400); 6 hours of AMS electives, 3 of which must be at the 300/400 level.

**ANTHROPOLOGY (21 HOURS):** 6 hours from the following: ANT 100, 102, 107, 210, 270; 15 hours of ANT courses, 6 of which must be 200-400 level and 9 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 or CS 112; 6 hours from one of the following course pairs: CS 202/312, CS 223/323, CS 285/385, CS 302/305, CS 340/345; and 9 hours of additional coursework, commonly chosen from the following: CS 104, 202, 223, 285, 302, 305, 312, 323, 340, 345, 385, and 391.

**CONSUMER SCIENCES (18 HOURS):** CSM 201, CSM 204 or 205, CSM 225, CSM 303 or 403, CSM 381, and CSM 401.

**CREATIVE WRITING (21 HOURS):** EN 200; 6 hours in EN 408 (with different topics); and 12 hours selected from the following: EN 301; EN 303; EN 305; EN 307 or EN 313 or EN 317; and EN 308.

**CRIMINAL JUSTICE (18 HOURS):** CJ 102, 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 215), 206 (or 216), 207 (or 217), 208 (or 218), 209 (or 219), 210 (or 220), 249 (or 251), and 250 (or 252); 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), Classical Language (18 hours), French (21 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 (15 hours). See [catalog.ua.edu](https://catalog.ua.edu) for specific requirements, including any ancillary courses.

**HISTORY (21 HOURS):** 6 hours in introductory

courses: HY 101, 102, 103, 104, 105, 106, 107, 108, 111, 112, 113, 114, 115, 116, 117, 118; 15 hours of HY electives, 9 of which must be 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 with 6 of the hours taken at the 300/400 level. (See [catalog.ua.edu](https://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 380; COM 350; COM 413 or 469; and COM 455 or 460.

**POLITICAL SCIENCE (18 HOURS):** PSC 370, 3 hours in one of the following: PSC 101, 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](https://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 370, 3 hours from the following: PSC 101, 211, 312, 361, 443; EC 110, 112, 308 or 310; 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](https://catalog.ua.edu) for a course list.

**RELIGIOUS STUDIES (21 HOURS):** REL 100 or 105, REL 102, and 15 hours of REL electives.

**SOCIOLOGY (18 HOURS):** SOC 101, SOC 302, and 12 hours of SOC electives, 6 of which must be at the 300/400 level.

**THEATRE (21 HOURS):** TH 114, TH 191 (1 hour) and 17 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.



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# COMMON SUGGESTIONS FOR CORE COURSES (2024-2025)

COURSE	DESCRIPTION
<b>COMPOSITION (FC)</b>	
EN 101	English Composition I
EN 102	English Composition II
EN 103	Advanced English Composition [satisfies (FC) core by itself]
EN 104	BUI English Composition
EN 120	English Composition for Non-Native Speakers I
EN 121	English Composition for Non-Native Speakers II
<b>FINE ARTS (FA)</b>	
ARH 151	Intro to the Visual Arts (not for ART or ARH majors)
ARH 252	Survey of Art I
ARH 253	Survey of Art II
ARH 254	Survey of Art III (non-Western art history)
BA 205	Intro to Book Arts
EN 200	Creative Writing (see course description for prerequisites: catalog.ua.edu)
FA 200	Introduction to Fine Arts
JCM 112	Motion Picture History and Criticism
MUS 121	Intro to Listening (not for School of Music majors) or MUS 122 Honors Intro to Listening
NEW 212	Creativity (or NEW 213 Honors Creativity)
TH 114	Intro to the Theatre
UH 222	Art for Life's Sake
<b>LITERATURE (L)</b>	
English literature	EN 205 and EN 206 (EN 215 and EN 216 honors equivalents)
American literature:	EN 209 and EN 210 (EN 219 and EN 220 honors equivalents)
World literature	EN 207 and EN 208 (EN 217 and EN 218 honors equivalents)
African American literature	EN 249 (or AAST 249) and EN 250 (EN 251 and EN 252 honors equivalents)

COURSE	DESCRIPTION
<b>HISTORY (HI)</b>	
HY 101	Western Civilization to 1648 (HY 105 honors equivalent)
HY 102	Western Civilization since 1648 (HY 106 honors equivalent)
HY 103	American Civilization to 1865 (HY 107 honors equivalent)
HY 104	American Civilization since 1865 (HY 108 honors equivalent)
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)	
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.	
<b>MATHEMATICS (MA)</b>	
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.	
<b>NATURAL SCIENCE (NS)</b>	
AY 101/AY 102 (lecture/lab)	Intro to Astronomy
BSC 108	[emphasis on cellular biology]
BSC 109	[emphasis on physiology; BSC 108 is not a prerequisite]
GEO 101	[study of the Earth's materials, processes, etc.]
GEO 102	[Earth's geologic history; GEO 101 is not a prerequisite]
GEO 104	[geologic and other Earth hazards and how humans increase those hazards]
GEO 105	[important Earth resources and the human impact on them]
GY 101	[Earth-space relations, weather patterns, climate]
GY 102	[Earth-surface processes, landscape, mapping; GY 101 is not prerequisite]
NEW 243	Interdisciplinary Sciences
Note: Other NS courses such as CH 101, CH 102, BSC 114:115, BSC 116:117, PH 101, PH 102 also work.	

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## COMMON SUGGESTIONS FOR CORE COURSES (CONT.)

COURSE	DESCRIPTION
<b>SOCIAL/BEHAVIORAL SCIENCES (SB)</b>	
APR 221	Intro to Advertising (SB course required with "C-" or above for advertising majors, if not taking APR 241)*
APR 231	Intro to Public Relations (SB course required with "C-" or above for PR majors, if not taking APR 241)*
APR 241	Intro to Advertising & Public Relations (SB course required with "C-" or above for ADV/PR majors, if not taking APR 221 or APR 231)
EC 110	Principles of Microeconomics (EC 112 honors equivalent) (SB course required with "C-" or above for advertising majors)
MC 101	Introduction to Mass Communication (SB course required with "C-" or above for advertising and PR majors)
ANT 100	Intro to Anthropology
ANT 102	Intro Cultural Anthropology
APR 101	Creativity and American Culture
CJ 100	Intro to Criminal Justice
COM 101	Principles of Human Communication
COM 220	Interpersonal Communication (COM 219 honors equivalent)
GY 105	World Regional Geography
GY 110	People, Places and Environment
HD 101	Life Span Human Development (HD 102 honors equivalent)
JCM 100	Introduction to Story
PSC 101	Intro to American Politics
PY 101	Intro to Psychology (PY 105 honors equivalent)
SOC 101	Intro to Sociology

COURSE	DESCRIPTION
<b>WRITING (W)</b> (Two required)	
For PR majors:	C- or above in APR 303, JCM 303 and/or APR 332 in the major
For ADV general majors and ADV consumer specialization	C- or above in APR 302 and APR 423 in the major
For ADV creative specialization art directors	C- or above in APR 302 and APR 310 in the major
For ADV creative specialization copywriters	C- or above in APR 302, APR 310 and/or APR 322 in the major
<b>COMPUTER SCIENCE (C)</b>	
CIS 250	C- or above in Intro to Design Software (required for advertising & PR majors)
CIS 260	C- or above in Intro to Media Research software (required for advertising & PR majors)



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# PRACTICAL STUDIES GUIDE

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 oncampus 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 414-C Phifer (Mr. Little, A+PR internship coordinator) 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 department chairperson.
- 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.

## NONCREDIT INTERNSHIP

- Students pursue noncredit 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 chairperson 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.
- APR 380 should not be confused with distance education courses offered through the College of Continuing Studies.



Department of  
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# 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 (with concentrations in advertising creative, brand management, and integrated channel planning available)

B.A. in Communication and Information Sciences

### 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

## 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 other publics. 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 (with a concentration in digital communication available)

B.A. in Communication and Information Sciences

### 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, digital 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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Advertising & Public Relations

# FACULTY AREAS OF EXPERTISE

FACULTY	TEACHING AREAS	RESEARCH INTERESTS/AREAS
ADVERTISING		
MR. MARK BARRY	Creative, Art Direction, Copywriting	Creative Communications
DR. NANCY BRINSON	Media Planning, Account Planning, Integrated Communication Management	Media Effects, Advertising Personalization, Information Privacy & Policy
MR. JARED GEORGE	Graphic Design, Visual Media, Art Direction, Creative	Visual Communication, Adobe Software, Photography, Design Skills
DR. JAMESON HAYES	Advertising Strategy & Media, Advertising Management, Theory, Social Media	Emerging Media Brand Communication & Relationships, Emerging Media Economics, Advertising Theory Development
DR. STEVEN HOLIDAY	Persuasion Theory, Management, Research Methods	Family & Media, Advertising Literacy Development, Nontraditional Advertising
DR. HYOUNGKOO KHANG	Campaigns, Management, Research Methods	Self Traits & New Media, Political Advertising, Cultural Dimensions
DR. JIHOON “JAY” KIM	Advertising Management & Research, Consumer Psychology	Immersive VR Experience, Emerging Media Brand Communication, Sports Communication
DR. LANCE KINNEY	Advertising Strategy & Media, Advertising Management, Research	Event Sponsorship, Advertising Effectiveness, MassMedia Effects
DR. DONG JAE (JAY) LIM	Ad Management, Research Methods, Campaigns	Advertising Literacy, Public Service Announcements for Sustainability Goals, and Consumer Psychology
MR. JAY WATERS	AdTeam, Media Planning, Agency Management, Strategy & Insights	
ADVERTISING/PUBLIC RELATIONS		
DR. JOSH BRAMLETT	Strategic Political Communication, Digital and Social Media, Theory & Research	Political Campaign Communication, Political Marketing, Digital Communication
DR. BRIAN C. BRITT	Research Methods, Theory	Computational Social Science, Online Organizations, Network Evolution, Research Methodology, Psychometric Validation
DR. KENON BROWN	Research & Strategic Planning, Management, Campaigns	Image & Reputation MGT, Sports Media, Minority Recruitment & Retention in Mass Comm
MS. SUSAN DARIA	Creative, Concepting & Implementation, Campaigns, Community Engaged Learning	
MR. RANDALL HUFFAKER	Creative, Social Media	
MR. MIKE LITTLE	Campaigns, Creative	
DR. ROBERT MCKEEVER	Theory, Quantitative Research Methods	Health Communication, Prosocial Advocacy, Media Effects
MS. TRACY SIMS, APR	Platform Magazine, Campaigns, PR Writing	
DR. JACK TANG	Crisis Communication, PR Campaigns, Social Media, Data Analytics, Research Methods	Advocacy Communication, Social Networks, Computational Methods, Political Communication
MS. JANET WALKER	Graphic Design, Art Direction, Creative, Copywriting, Typography	Information Design, Organizational Design, Social Good & Design
PUBLIC RELATIONS		
DR. COURTNEY BOMAN	Public Relations Writing, Research Methods, Crisis Communication	Crisis Communication, Risk Communication, Disinformation, Positive Communication, Corporate Social Advocacy
DR. CH’REE ESSARY	PR Writing, Graphic Design, PR & Mass Communication Theory, Research Methods	Science, Environmental, & Health Communication, Science Public Relations, Social Media Strategy
DR. KARLA GOWER	Management, Writing;	PR History, Legal Issues Affecting PR, Crisis Communication
DR. SUZANNE HORSLEY	PR Campaigns, PR Writing, Crisis Communication	Crisis Communication, Disaster Management, Government Communication
DR. EYUN-JUNG KI	PR Management, PR Campaigns, PR Theories	Organization-Public Relationship MGT & Its Measurement; New Technologies in PR; Organization Sustainability Communications; Relationship Cultivation Strategies; PR Effectiveness Measurement; PR Ethics; International PR; Crisis MGT; Thematic Meta-Analysis
DR. LAURA LEMON	PR Writing and Campaigns	Internal Communication, Employee Engagement, Social Media, Mindfulness
DR. BROOKE MCKEEVER, A+PR DEPARTMENT CHAIR	PR Campaigns	Nonprofit Public Relations, Advocacy, Fundraising, Health Communication



# FACULTY AREAS OF EXPERTISE

FACULTY	TEACHING AREAS	RESEARCH INTERESTS/AREAS
PUBLIC RELATIONS, CONT.		
DR. MARTINA TOPIĆ	Fashion PR, Ethics, Ethics and Leadership, PR Theory	Science, Environmental & Risk Communication; Science Public Relations; Media Processes & Effects
DR. MATTHEW VANDYKE	Introduction to Public Relations; PR Writing; PR Campaigns; PR Management; Research	Science, Environmental & Risk Communication; Science Public Relations; Media Processes & Effects
MR. MATTHEW WISLA	Strategic Thinking, PR Writing	

