



B.A. Advertising & Public Relations w/ Advertising Creative Concentration

Track your progress by crossing off courses you have taken and highlighting courses to take.

1. Core Requirements

Major core (28 hours) and digital requirements (12 hours)

All ADPR majors, regardless of concentration, must complete the following courses to fulfill the major:

<u>COM 222</u>	Media Aesthetics and Creativity	4
<u>COM 224</u>	Mass Media and Society	4
<u>COM 225</u>	Media Writing	4
<u>COM 283</u>	Principles of Advertising	4
<u>COM 284</u>	Principles of Public Relations	4
<u>COM 436</u>	Communication and Media Ethics	4
<u>COM 470</u>	Communication Research Methods	4
Total Credit Hours:		28

Digital Core Part 1

Choose one of the following:

<u>ART 110</u>	Foundations: Digital Arts	4
or		
<u>FMX 210</u>	Digital Media	4
Total Credit Hours:		4

Digital Core Part 2

Choose one of the following:

<u>COM 302</u>	Digital Media and Design for Communication	4
or		
<u>ART 305</u>	Graphic Design I (+prereqs ART 102, 104, 110)	4
Total Credit Hours:		4

Digital Electives

Choose one of the following:

<u>COM 236</u>	UTTV Practicum	1-4
<u>COM 315</u>	Web Design	4
<u>FMX 241</u>	Sound, Image and Motion	4
<u>JOU 221</u>	Multimedia Storytelling	4
Total Credit Hours:		4

2. Advertising Creative Concentration Courses

Advertising Creative Concentration

ADPR majors choosing the advertising creative concentration must complete the following courses to fulfill the major:

COM 232	Visual Literacy	4
COM 383	Advertising Creative Direction	4
COM 583	Advertising Campaigns	4
Total Credit Hours:		12

ADVERTISING CREATIVE CONCENTRATION ELECTIVES

Below are lists of electives for the Advertising Creative concentration. Outside of these lists, a maximum of 8 credit hours in related courses may count as electives in a concentration. These courses should closely coincide with the student's scholarly or career interests, and should be chosen with the advice of a communication faculty adviser.

No more than 8 credit hours of independent study may be counted towards electives in a concentration.

An elective course can only count once toward the major, even if it appears on more than one list.

Advertising Creative Concentration - History/Theory Electives

ADPR majors choosing the advertising creative concentration must complete 8 credit hours from the following list of electives. **At least 4 credit hours must be taken at the 300-level or above.**

<u>ART 281</u>	History of Graphic Design	4
<u>ART 357</u>	Modern Art	4
<u>COM 301</u>	Introduction to Organizational Communication	4
<u>COM 323</u>	Digital Communication and Society	4
<u>COM 327</u>	Communication and Law	4
<u>COM 332</u>	Television Criticism	4
<u>COM 334</u>	Information and the New World Order	4
<u>COM 365</u>	Critical Analysis of Media Events	4
<u>COM 370</u>	Women, Film and Popular Culture	4
<u>COM 388</u>	Multicultural and Prosocial Strategic Communication	4
<u>COM 392</u>	Independent Study in Communication	1-4
<u>COM 401</u>	Intercultural Communication	4
<u>COM 425</u>	Information Technology and Human Values	4
<u>COM 426</u>	Public Opinion, the Media and Power	4
<u>COM 443</u>	Communication and Cultural Studies	4
<u>COM 466</u>	International Advertising	4
<u>FMX 211</u>	Art and Technology	4
<u>JOU 101</u>	Introduction to Journalism	4

<u>MKT 300</u>	Principles of Marketing	4
<u>MKT 354</u>	Buyer Behavior	4
Total Credit Hours:		8

Advertising Creative Concentration - Practicum Electives

ADPR majors choosing a concentration in advertising creative must complete 8 credit hours from the following list of electives, **at least 4 at the 300-level or above:**

<u>ART 102</u>	Foundations: Drawing	4
<u>ART 104</u>	Foundations: 2-D Design	4
<u>ART 218</u>	Digital Photography	4
<u>ART 309</u>	Typography	4
<u>ART 318</u>	Graphic Design II	4
<u>COM 226</u>	Introduction to Scriptwriting for Motion Pictures and Television	4
<u>COM 236</u>	UTTV Practicum	1-4
<u>COM 303</u>	Studio Television I	4
<u>COM 315</u>	Web Design	4
<u>COM 333</u>	Studio Television II	4
<u>COM 344</u>	Special Topics	1-4

<u>COM 346</u>	Writing for Interactive Media	4
<u>COM 350</u>	Strategic Social Media	4
<u>COM 354</u>	Internship in Communication	1-4
<u>COM 384</u>	Writing for Public Relations	4
<u>COM 392</u>	Independent Study in Communication	1-4
<u>FMX 207</u>	Digital Illustration	4
<u>FMX 217</u>	3D Animation I	4
<u>FMX 241</u>	Sound, Image and Motion	4
<u>FMX 310</u>	Creative Coding	4
<u>FMX 311</u>	Online Production	4
<u>FMX 381</u>	Digital Imaging	4
<u>JOU 221</u>	Multimedia Storytelling	4
<u>JOU 273</u>	Practicum in Student Publications	1-4
<u>JOU 304</u>	Social, Digital, and Data Journalism	4
<u>MKT 411</u>	Promotion and Branding Strategies	4
<u>SPE 100</u>	Voice and Diction	4
<u>SPE 200</u>	Oral Communication	4
<u>SPE 205</u>	Oral Performance of Literature	4

<u>SPE 208</u>	Speech for Business and the Professions	4
<u>SPE 212</u>	Global Speech, Human Rights and Social Justice	4
<u>SPE 300</u>	Storytelling: Voice, Script and Movement	4
<u>SPE 308</u>	Group Presentation and Leading Change	4
<u>SPE 310</u>	Interpersonal Communication	4
<u>SPE 315</u>	Freedom of Speech and First Amendment Studies	4
<u>SPE 330</u>	Special Topics in Speech	2-4
<u>SPE 400</u>	Public Messages and Technology	4
<u>SPE 425</u>	Persuasion, Argumentation, and Conflict Resolution	4
<u>WRI 200</u>	Introduction to Creative Writing	4
<u>WRI 240</u>	Writing Drama	4
Total Credit Hours:		8

Advertising Creative Concentration Internships

Students are encouraged to participate in internships for credit or noncredit. For the advertising creative concentration, credit for internships ([COM 354](#)) will count toward general education electives rather than toward the major.

NOTE:

Each graduating senior in the ADPR major, regardless of concentration, must submit a portfolio of work for evaluation by the ADPR faculty. This is currently being completed in the campaigns courses (COM 583 and COM 584).