



# B.A. Advertising & Public Relations w/ Public Relations 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:

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

## Digital Core Part 1

Choose one of the following:

<a href="#"><u>ART 110</u></a>	Foundations: Digital Arts	4
--------------------------------	---------------------------	---

or

<a href="#"><u>FMX 210</u></a>	Digital Media	4
--------------------------------	---------------	---

<b>Total Credit Hours:</b>	<b>4</b>
----------------------------	----------

## Digital Core Part 2

Choose one of the following:

<a href="#"><u>COM 302</u></a>	Digital Media and Design for Communication	4
--------------------------------	--	---

or

<a href="#"><u>ART 305</u></a>	Graphic Design I (+prereqs ART 102, 104, 110)	4
--------------------------------	---	---

<b>Total Credit Hours:</b>	<b>4</b>
----------------------------	----------

## Digital Electives

Choose one of the following:

<a href="#"><u>COM 236</u></a>	UTTV Practicum	1-4
--------------------------------	----------------	-----

<a href="#"><u>COM 315</u></a>	Web Design	4
--------------------------------	------------	---

<a href="#"><u>FMX 241</u></a>	Sound, Image and Motion	4
--------------------------------	-------------------------	---

<a href="#"><u>JOU 221</u></a>	Multimedia Storytelling	4
--------------------------------	-------------------------	---

<b>Total Credit Hours:</b>	<b>4</b>
----------------------------	----------

## 2. Public Relations Concentration

### Public Relations Concentration

ADPR majors choosing the public relations concentration must complete the following courses to fulfill the major:

<u>COM 384</u>	Writing for Public Relations	4
----------------	------------------------------	---

<u>COM 584</u>	Public Relations Campaigns	4
----------------	----------------------------	---

<b>Total Credit Hours:</b>	<b>8</b>
----------------------------	----------

Business Core

Choose one of the following:

<u>BUS 101</u>	Introduction to Global Business	4
----------------	---------------------------------	---

<u>COM 301</u>	Introduction to Organizational Communication	4
----------------	--	---

<b>Total Credit Hours:</b>	<b>4</b>
----------------------------	----------

### Public Relations Concentration - Electives

Below are lists of electives for the Public Relations 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.

### Public Relations Concentration - Authoring and Production Electives

ADPR majors choosing the public relations 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.

<a href="#"><u>COM 234</u></a>	Topics in Communication	1-4
<a href="#"><u>COM 236</u></a>	UTTV Practicum	1-4
<a href="#"><u>COM 315</u></a>	Web Design	4
<a href="#"><u>COM 325</u></a>	Writing for Broadcast News	4
<a href="#"><u>COM 344</u></a>	Special Topics	1-4
<a href="#"><u>COM 346</u></a>	Writing for Interactive Media	4
<a href="#"><u>COM 350</u></a>	Strategic Social Media	4
<a href="#"><u>COM 383</u></a>	Advertising Creative Direction	4
<a href="#"><u>COM 392</u></a>	Independent Study in Communication	1-4
<a href="#"><u>FMX 241</u></a>	Sound, Image and Motion	4
<a href="#"><u>JOU 221</u></a>	Multimedia Storytelling	4
<a href="#"><u>JOU 271</u></a>	News Reporting and Writing	4
<a href="#"><u>JOU 273</u></a>	Practicum in Student Publications	1-4
<a href="#"><u>JOU 304</u></a>	Social, Digital, and Data Journalism	4
<a href="#"><u>JOU 371</u></a>	Feature Writing	4
<a href="#"><u>WRI 200</u></a>	Introduction to Creative Writing	4
<a href="#"><u>WRI 220</u></a>	Writing for Online Audiences	4
<a href="#"><u>WRI 242</u></a>	Publication Editing and Design	2-4

<a href="#"><u>WRI 274</u></a>	Creative Nonfiction	4
<a href="#"><u>WRI 281</u></a>	Technical Writing	4
<b>Total Credit Hours:</b>		<b>8</b>

[WRI 242](#) and [JOU 273](#) may be repeated for up to 4 credits in the major.

### Public Relations Concentration - Other Electives

ADPR students choosing a concentration in public relations must complete 8 credit hours from the following list of electives. A maximum of 4 credit hours of internship can be counted toward the ADPR major in the public relations concentration. Additional internship credits may be counted toward general education electives.

<a href="#"><u>BUS 101</u></a>	Introduction to Global Business	4
<a href="#"><u>COM 232</u></a>	Visual Literacy	4
<a href="#"><u>COM 301</u></a>	Introduction to Organizational Communication	4
<a href="#"><u>COM 327</u></a>	Communication and Law	4
<a href="#"><u>COM 344</u></a>	Special Topics	1-4
<a href="#"><u>COM 354</u></a>	Internship in Communication	1-4
<a href="#"><u>COM 388</u></a>	Multicultural and Prosocial Strategic Communication	4
<a href="#"><u>COM 392</u></a>	Independent Study in Communication	1-4
<a href="#"><u>COM 401</u></a>	Intercultural Communication	4
<a href="#"><u>COM 443</u></a>	Communication and Cultural Studies	4
<a href="#"><u>COM 499</u></a>	Senior Project	4

<a href="#"><u>JOU 101</u></a>	Introduction to Journalism	4
<a href="#"><u>SPE 100</u></a>	Voice and Diction	4
<a href="#"><u>SPE 200</u></a>	Oral Communication	4
<a href="#"><u>SPE 205</u></a>	Oral Performance of Literature	4
<a href="#"><u>SPE 208</u></a>	Speech for Business and the Professions	4
<a href="#"><u>SPE 212</u></a>	Global Speech, Human Rights and Social Justice	4
<a href="#"><u>SPE 300</u></a>	Storytelling: Voice, Script and Movement	4
<a href="#"><u>SPE 308</u></a>	Group Presentation and Leading Change	4
<a href="#"><u>SPE 310</u></a>	Interpersonal Communication	4
<a href="#"><u>SPE 315</u></a>	Freedom of Speech and First Amendment Studies	4
<a href="#"><u>SPE 330</u></a>	Special Topics in Speech	2-4
<a href="#"><u>SPE 400</u></a>	Public Messages and Technology	4
<a href="#"><u>SPE 425</u></a>	Persuasion, Argumentation, and Conflict Resolution	4
<b>Total Credit Hours:</b>		<b>8</b>

*\*Students may receive credit for [SPE 200](#) or [SPE 208](#) (but not both), because of potential overlap in content.*

## **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).