



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

Advertising and Public Relations General Concentration

Required courses (28 credits)

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

COM 232	Visual Literacy	4
-------------------------	-----------------	---

COM 383	Advertising Creative Direction	4
-------------------------	--------------------------------	---

COM 384	Writing for Public Relations	4
-------------------------	------------------------------	---

Total Credit Hours:		12
----------------------------	--	-----------

General Concentration - Campaigns Requirement

Choose one of the following:

COM 583	Advertising Campaigns	4
-------------------------	-----------------------	---

or

COM 584	Public Relations Campaigns	4
-------------------------	----------------------------	---

Total Credit Hours:		4
----------------------------	--	----------

Advertising and Public Relations General Concentration Electives

ADPR majors choosing a general concentration must complete 12 credit hours from the following lists of electives. At least 8 credit hours must be taken at the 300 level or above. A maximum of 4 credit hours of internship can be counted toward the ADPR major in general concentration. Additional internship credits may be counted toward general education electives. Internship credits will not count toward requirements for 300 level or above courses.

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 toward electives in a concentration.

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

<u>ART 102</u>	Foundations: Drawing	4
<u>ART 104</u>	Foundations: 2-D Design	4
<u>ART 110</u>	Foundations: Digital Arts	4
<u>ART 218</u>	Digital Photography	4
<u>ART 318</u>	Graphic Design II	4
<u>BUS 101</u>	Introduction to Global Business	4
<u>COM 234</u>	Topics in Communication	1-4
<u>COM 236</u>	UTTV Practicum	1-4
<u>COM 301</u>	Introduction to Organizational Communication	4
<u>COM 303</u>	Studio Television I	4
<u>COM 315</u>	Web Design	4
<u>COM 323</u>	Digital Communication and Society	4
<u>COM 325</u>	Writing for Broadcast News	4
<u>COM 327</u>	Communication and Law	4
<u>COM 333</u>	Studio Television II	4

<u>COM 334</u>	Information and the New World Order	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 383</u>	Advertising Creative Direction	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 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>COM 499</u>	Senior Project	4
<u>COM 583</u>	Advertising Campaigns	4
<u>COM 584</u>	Public Relations Campaigns	4
<u>ECO 204</u>	Principles of Microeconomics	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 339</u>	Mobile Application Production	4
<u>FMX 381</u>	Digital Imaging	4
<u>JOU 101</u>	Introduction to Journalism	4
<u>JOU 221</u>	Multimedia Storytelling	4
<u>JOU 271</u>	News Reporting and Writing	4
<u>JOU 273</u>	Practicum in Student Publications	1-4
<u>JOU 304</u>	Social, Digital, and Data Journalism	4
<u>JOU 371</u>	Feature Writing	4
<u>MKT 300</u>	Principles of Marketing	4
<u>MKT 354</u>	Buyer Behavior	4
<u>MKT 371</u>	Professional Selling	4
<u>MKT 410</u>	Global Marketing	4
<u>MKT 411</u>	Promotion and Branding Strategies	4
<u>MKT 450</u>	Marketing Strategy	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 220</u>	Writing for Online Audiences	4
<u>WRI 242</u>	Publication Editing and Design	2-4
<u>WRI 274</u>	Creative Nonfiction	4
<u>WRI 281</u>	Technical Writing	4

Total Credit Hours: 12

**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).