



B.A. Advertising & Public Relations w/ PR Concentration 2020-present

Track your progress: Crossing off courses you have taken and highlight courses for registration.
NOTE: This worksheet has been updated to include electives that have been added since 2020.

1. Core Degree Requirements

Major core (28 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 (12 credit hours)

DIGITAL CORE 1

Choose one of the following. All ADPR majors, regardless of concentration, must complete *one* of the following courses to fulfill the major.

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

Any majors planning to take [ART 305](#) must take [ART 110](#) as the prerequisite.

DIGITAL CORE 2

Choose one of the following. All ADPR majors, regardless of concentration, must complete *one* of the following courses to fulfill the major.

<u>ART 305</u>	Graphic Design I	4
<u>COM 302</u>	Digital Media and Design for Communication	4
Total Credit Hours:		4

**NOTE: Prereqs for [ART 305](#) are [ART 102](#), [ART 104](#), and [ART 110](#).*

DIGITAL CORE ELECTIVES

Choose one of the following. All ADPR majors, regardless of concentration, must complete *one* of the following courses to fulfill the major.

<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. Public Relations Concentration Courses

Public Relations Concentration Core (12 credit hours)

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 484</u>	Public Relations Campaigns	4
Total Credit Hours:		8

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
Total Credit Hours:		4

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 elective in a concentration.

A maximum of 4 credit hours of internship can be counted toward the ADPR major.

Additional internship credits may be counted toward general education electives.

Internship credits will not count toward requirements for 300 level or above courses.

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

To take a graduate course toward the Master of Arts in Social and Emerging Media (MASEM): Only undergraduate students enrolled in the Master of Arts in Social and Emerging Media (MASEM) Accelerated Program may take a graduate course offered by the MASEM program (any course with a SEM prefix or MAPC 611). The four (4) credits will count toward the MASEM degree and toward the B.A. in Advertising & Public Relations.

Public Relations Concentration - Authoring and Production Electives (8 credit hours)

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.

<u>COM 234</u>	Topics in Communication	1-4
<u>COM 236</u>	UTTV Practicum	1-4
<u>COM 315</u>	Web Design	4
<u>COM 325</u>	Writing for Broadcast News	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 383</u>	Advertising Creative Direction	4
<u>COM 392</u>	Independent Study in Communication	1-4
<u>FMX 241</u>	Sound, Image and Motion	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>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
<u>MAPC 611</u>	Emerging Technologies	4
<u>SEM 601</u>	Digital Storytelling	4
<u>SEM 602</u>	Visual Design for Emerging Media	4
<u>SEM 603</u>	Audio and Video Production for Emerging Media	4
<u>SEM 611</u>	Media Creation and Project Management	4
<u>SEM 613</u>	Advanced Production in Emerging Media	4
Total Credit Hours:		8

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

Public Relations Concentration - Other Electives (8 credit hours)

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. Additional internship credits may be counted toward general education electives.

Internship requirements will not count toward requirements for 300-level or above courses.

<u>BUS 101</u>	Introduction to Global Business	4
<u>COM 232</u>	Visual Literacy	4
<u>COM 301</u>	Introduction to Organizational Communication	4
<u>COM 327</u>	Communication and Law	4
<u>COM 344</u>	Special Topics	1-4
<u>COM 354</u>	Internship in Communication	1-4
<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 443</u>	Communication and Cultural Studies	4
<u>COM 499</u>	Senior Project	4
<u>JOU 101</u>	Introduction to Journalism	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>SEM 604</u>	Social and Emerging Media Strategy and Analytics	4
<u>SEM 612</u>	Emerging Media: Industry, Policy, and Law	4
<u>SEM 610</u>	User Experience and Audience Research	4
Total Credit Hours:		8

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