# ADVERTISING DEGREE PATH: CONSUMER SPECIALIZATION

#### **32-35 CREDIT HOURS**

THE UNIVERSITY
OF ALABAMA
ADVERTISING +

PUBLIC RELATIONS

\* THIS DEGREE PATH WILL TAKE AT LEAST FOUR SEMESTERS TO COMPLETE.

### **PHASE ONE**

All courses in Phase One must be taken before Phase Two. **APR 221** (3)

Intro. to Advertising

APR 260 (1) Software Applications I APPLY TO THIS SPECIALIZATION DURING A SPRING SEMESTER MC 101 (3)

Intro. to Mass Communication

**JCM 103** (1)

Mechanics of Media Writing

\* Formerly known as JN 150.

ADMISSION TO CONSUMER SPECIALIZATION BY APPLICATION IS REQUIRED

### **PHASE TWO**

All courses in Phase Two must be taken before Phase Three. APR 270 (3)

Strategic Thinking (AD)

APR 280 (3)

Investigation and Insights

APR 320 (3)

**Creative Thinking** 

OR

APR 325 (3)

Digital and Social Media

APR 300 (OPTIONAL) can be taken in Phase Two OR Phase Three. (LAB (AD)

APR 300 (3)

Basic Principles of Design

**PHASE THREE** 

All courses in Phase Three must be taken before Phase Four. APR 422 (3)

**Channel Planning** 

APR 423 (3) W Management APR 421 (3)
Account Planning

(OPTIONAL)

**PHASE FOUR** 

All courses in the AD major are prerequisites to APR 424.

**APR 424** (3)

**Advertising Campaigns** 

\* not typically offered in the summer

This experiential learning course affords students the opportunity to plan, execute and present a complete advertising campaign for a large regional, national or international client. Students, working in agency style teams, apply both theoretical and practical knowledge acquired in their previous coursework.

## **ADDITIONAL REQUIREMENTS:**

EC 110 (3)

Principles of Microeconomics

MATH 100 or higher is a prerequisite to EC 110.

EC 110 must be taken before APR 424.

ALSO REQUIRED for this major (prerequisite: 61 credit hours):

MC 401 (3) Mass Media Law