

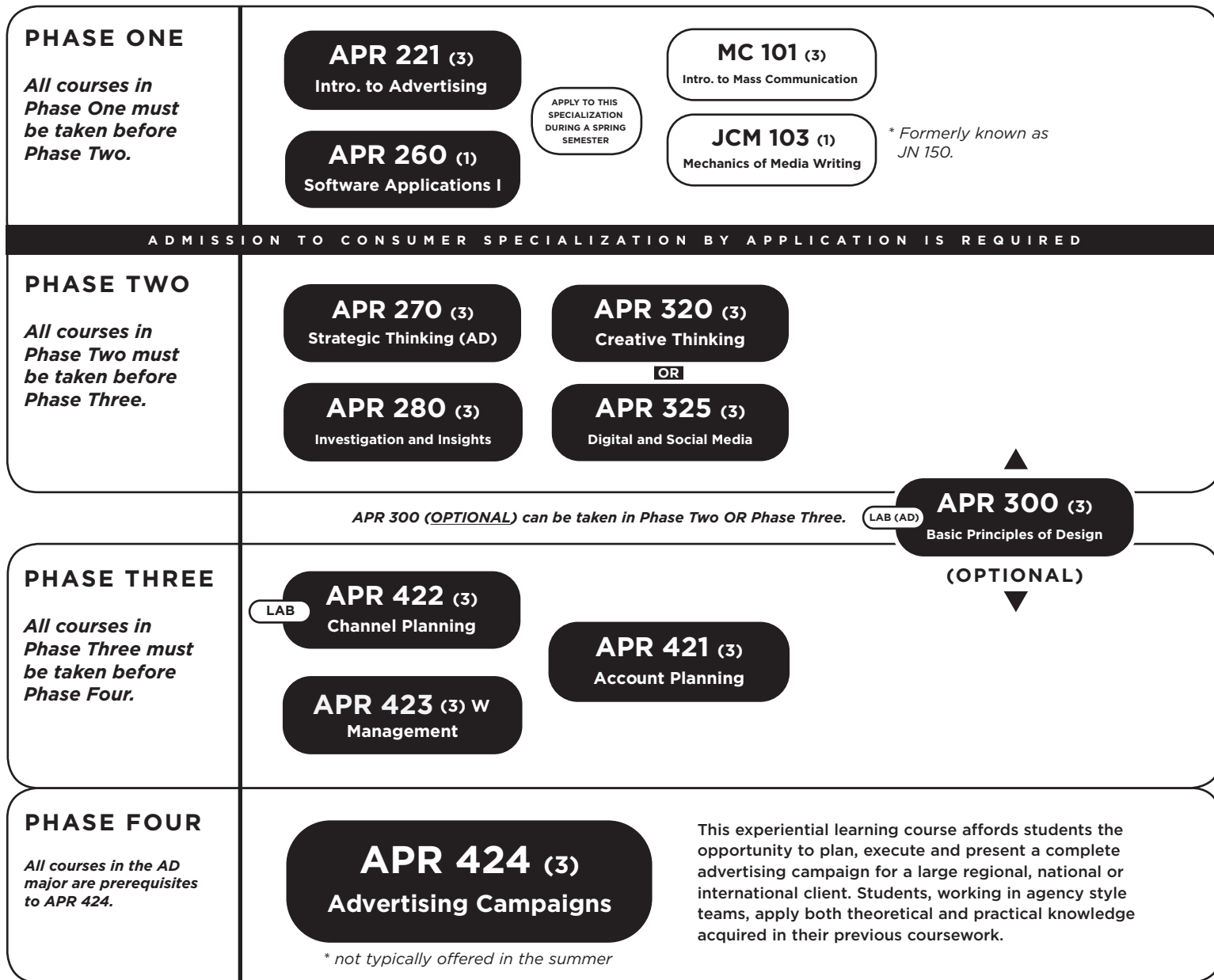
ADVERTISING DEGREE PATH: CONSUMER SPECIALIZATION

32-35 CREDIT HOURS

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



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS



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