

ADVERTISING DEGREE PATH: GENERAL MAJOR

32 CREDIT HOURS

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



THE UNIVERSITY OF ALABAMA
ADVERTISING + PUBLIC RELATIONS

<p>PHASE ONE</p> <p><i>All courses in Phase One must be taken before Phase Two.</i></p>	<div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>APR 221 (3) Intro. to Advertising</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>MC 101 (3) Intro. to Mass Communication</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>APR 260 (1) Software Applications I</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>JCM 103 (1) Mechanics of Media Writing</p> </div> </div> <p style="text-align: right; font-size: small;">* Formerly known as JN 150.</p>
<p>PHASE TWO</p> <p><i>All courses in Phase Two must be taken before Phase Three.</i></p>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>APR 270 (3) Strategic Thinking (AD)</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>APR 280 (3) Investigation and Insights</p> </div> </div>
<p><i>APR 300 can be taken in Phase Two OR Phase Three.</i></p>	
<p>PHASE THREE</p> <p><i>All courses in Phase Three must be taken before Phase Four.</i></p>	<div style="text-align: center; margin-bottom: 10px;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; display: inline-block;"> <p>APR 300 (3) Basic Principles of Design</p> </div> <p style="font-size: x-small; margin: 0;">LAB (AD)</p> </div> <div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>APR 422 (3) Channel Planning</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; width: 45%; text-align: center;"> <p>APR 423 (3) W Management</p> </div> </div> <p style="font-size: x-small; margin-top: 10px;">* NOTE: APR 300 is a prerequisite to APR 423.</p>
<p>PHASE FOUR</p> <p><i>All courses in the AD major are prerequisites to APR 424.</i></p>	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 50%; margin: 0 auto;"> <p>APR 424 (3) Advertising Campaigns</p> </div> <p style="font-size: x-small; margin-top: 5px;">* not typically offered in the summer</p> <p style="margin-top: 20px;">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.</p>

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

MC 400-level (3)
Mass Comm Elective