

COURSES IN ADVERTISING AND PUBLIC RELATIONS

Advertising and Public Relations Courses

APR100 Professional Exploratory

Hours 1-3

The Professional Exploratory provides the student with one of the following, depending on qualifications: 1) an opportunity to shadow advertising or PR professionals in the workplace while being introduced to current practices and trends in the field or 2) an opportunity to gain practical experience (such as an internship) in the advertising or public relations field. Enrollment is by permission of the internship coordinator (or faculty sponsor) and the departmental chairman. In order to qualify for APR 100 as a shadow opportunity for one hour of credit on a Pass/Fail basis, the student must have an overall GPA of at least a 2.0 and be a declared advertising or PR major or minor. In order to qualify for APR 100 as a practical experience opportunity for one to three hours of credit on a Pass/Fail basis, the student must have an overall GPA of a 2.0 and have completed the foundation courses of the advertising or PR major or minor coursework. This course is repeatable for a six-hour-credit maximum.

APR101 Creativity and American Culture

SB

Hours 3

A survey of the theoretical, procedural and ethical issues associated with creative thinking. Examines both individual and organizational strategies for promoting creativity, and the creative thinker's role in shaping the culture. Also highlights the intellectual connections between the scholarship in creativity and its practical applications.

Social and Behavioral Sciences

APR221 Intro To Advertising

SB

Hours 3

A foundation course in advertising that includes historic and contemporary perspectives, advertising institutions and an overview of advertising theory, planning and practice. This course connects advertising strategies with an understanding of human behavior and key environments (i.e., social, economic, competitive, and regulatory) influencing consumer behavior. Key concepts and terminologies are covered, complemented by interactions with advertising faculty and industry professionals.

Social and Behavioral Sciences

APR231 Intro Public Relations

SB

Hours 3

A foundation course in public relations that includes historic and contemporary perspectives, public relations institutions and an overview of public relations theory, planning and practice. Key concepts and terminologies are also covered, complemented by interaction with public relations faculty and industry professionals whenever possible.

Social and Behavioral Sciences

APR241 Intro to Advertising and Public Relations

Hours 3

A foundation course in advertising & public relations that includes a comprehensive overview of historic and contemporary perspectives, advertising & public relations institutions, and advertising & public relations theory, planning and practice. Key concepts and terminologies are also covered, complemented by interaction with APR faculty and industry professionals whenever possible. The objectives of the course are to understand the following areas of advertising & public relations: the role of advertising & PR in an ethnically and diverse, global marketplace; research, planning, communication and evaluation; the strategies used in advertising & PR to achieve program objectives; the multimedia tactics required to implement advertising & PR programs in a digital environment; and the application of advertising & PR in the numerous venues of modern society, including corporations, agencies and nonprofit organizations. The course incorporates formal lectures, with guest speakers where appropriate.

APR260 Software Applications I

Hours 1-3

Provides training in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as basic video editing and web development. Primary instruction is delivered online and administrated by an on-campus faculty member. This course is graded on a Pass/Fail basis.

Prerequisite(s): Must be a declared advertising or public relations major or minor.

APR270 Strategic Thinking (AD)

Hours 3

A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute advertising campaigns and related projects, with an emphasis on the decision-making process in regard to difficult ethical, leadership and revenue based scenarios, among others. Also emphasizes using research to effectively assess performance and competently develop a strategic communication plan.

Prerequisite(s): APR 221, APR 260, JCM 103, and MC 101 All require at least C- or above.

APR271 Strategic Thinking (PR)

Hours 3

A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute public relations campaigns and programs, with an emphasis on using research to effectively assess public relations situations and competently developing a strategic communication plan. Also emphasizes development of the critical thinking skills necessary to evaluate and critique strategic communication plans.

Prerequisite(s): APR 231, APR 260, JCM 103, and MC 101

APR280 Intro to Audience Analysis

Hours 3

This course is designed to provide students with exposure to common primary and secondary research sources and tools used to draw meaningful conclusions about audiences. Students will learn how to critique, analyze and interpret data extracted from various sources in order to guide decision-making for programs and campaigns in advertising and public relations.

Prerequisite(s): CIS 260

APR290 Intro to Channels and Messaging

Hours 3

This course is designed to introduce students to the evolving landscape of paid, owned, earned and shared media channels available to advertising and public relations professionals, as well as how to develop persuasive, channel-specific messaging for various audiences.

APR300 Basic Principles of Design

Hours 3

Focuses on the basic elements of layout and principles of design and their application in advertising and public relations work.

Prerequisite(s): APR 260 or CIS 250; and APR 221 or APR 231 or APR 241

APR301 Software Applications II

Hours 1

Provides intermediate level training for aspiring art directors in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as video editing, web and mobile app development, and animation. Primary instruction is delivered online and administrated by an on-campus faculty member. This course is graded on a Pass/Fail basis.

Prerequisite(s): CIS 250 or APR 260

APR302 Advertising Strategy

W

Hours 3

A case-study-based course devoted to the development of critical and strategic thinking skills needed to plan and execute advertising campaigns and related projects, with an emphasis on the decision-making process. Also emphasizes using research to effectively assess performance and competently develop an advertising plan. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): EN 101; EN 102 or EN 103; JCM 103; APR 221 or APR 241; APR 280; APR 290

Writing

APR303 Public Relations Strategy

W

Hours 3

The course develops the strategic thinking skills needed to plan and execute world class public relations campaigns and features a range of case studies that demonstrate key course objectives. This course emphasizes using research to effectively assess public relations situations. In addition, the course emphasizes developing practical writing skills required in the communications industry. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): EN 101 and EN 102 or EN 103; JCM 103; APR 280; APR 290

Writing

APR310 Concepting

W

Hours 4

Rooted in the development of ideation skills and helping students to self-identify as either art directors or writers. Students acquire techniques and develop personal discipline inherent to the generation of novel, sophisticated creative work based on a solid concept: the distinctive, guiding idea that drives campaign messages. Assignments are evaluated in group critiques, and each student completes a final portfolio by semester's end. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): APR 221 or APR 241; CIS 250 or APR 260

Writing

APR322 Copywriting Seminar

W

Hours 3

For aspiring writers, this course offers an intensive exploration of the craft across a variety of genres. Students gain an understanding of the power of words and the use of distinctive voices, with implications for strategic advertising copywriting. Students are also expected to research and write creative briefs. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): APR 310

Prerequisite(s) with concurrency: APR 410

Writing

APR323 Art Direction Seminar

Hours 3

For aspiring art directors, this course offers an in-depth examination of formal graphic design principles and their application in advertising via lectures, reading assignments and projects. Topics include color theory, typography, and layout as well as applied skills associated with an art director's daily work.

Prerequisite(s): APR 310

Prerequisite(s) with concurrency: APR 410

APR325 Social and Digital Media

Hours 3

This course is designed to develop a thorough understanding of digital and social media strategies and their application to all facets of various communication-based industries. Students will learn about how many areas of a business uses digital and social media to reach their target consumers. Students will also participate in practical and relevant projects within the digital and social media realm that will give them a better grasp of the material using real world and relevant examples. This course will be dedicated to exploring the basic fundamentals of utilizing social media accounts for business, such as content planning, brand voice, the importance of video, influencer and ambassador marketing, and social analytics. This course will introduce to practical knowledge and analytical skills necessary to create, evaluate, and execute social media and mobile/digital campaigns. This course will also provide lectures, iconic and current case studies using social media and mobile and engaged activities that will help students in developing a strong social media skill set to take to future job and/or internship interviews in the students respective field of study.

Prerequisite(s): APR 260 or CIS 250; and APR 221 or APR 231 or APR 241

APR332 Public Relations Writing

W

Hours 3

Provides students with the practical writing knowledge and skills to research, plan and execute online and traditional public relations communications successfully. Students learn how to execute commonly used research-based communications that allow an organization to meet its strategic goals and reach target audiences. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): JCM 303, APR 280 and APR 303 or APR 271

Writing

APR333 Digital Writing and Strategy

W

Hours 3

This course is designed to provide students with skills and concepts to effectively create content across digital media platforms. Students will be introduced to frameworks and practices on content creation and strategy, along with tools on how to drive the development of future content through analytics. Emphasis will be placed on creating engaging content for target audiences that is written clearly and accurately. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): APR 325 and APR 303 or APR 271

Writing

APR380 Independent Study

SP

Hours 1-9

Variable credit (1 to 9 hours). Analysis of advanced theoretical issues in commercial persuasive communication under the supervision of an advertising or public relations faculty member.

Special Topics Course

APR381 APR Practicum

Hours 1-3

Variable credit (1 to 3 hours). Supervised field experiences coupled with investigation of communication problems. Students may take a total of only 3 hours in internship and/or practicum courses.

Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 or EC 112; and APR 221 or APR 231; and APR 260; and APR 322 or APR 422 or APR 332; and JCM 103 and MC 101

APR385 Advertising Internship

Hours 3

The course consists of approved work experience. Students may take one additional course when enrolled for internship credit. Grading of P/F is based on the employer's evaluation of the student's performance and on written reports submitted by the student. Students may take a total of only 3 hours in internship and/or practicum courses.

Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 221 and APR 260; and APR 322 or APR 422; and JCM 103 and MC 101

APR386 Public Relations Internship

Hours 3

The course consists of approved work experience. Students may take one additional course when enrolled for internship credit. Grading of P/F is based on the employer's evaluation of the student's performance and on written reports by the student. Students may take a total of only 3 hours in internship and/or practicum courses.

Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and EC 110 and APR 231 and APR 260 and APR 300 and APR 332 and JCM 103 and JCM 303 and MC 101

APR401 Software Applications III

Hours 1

Provides advanced level training for aspiring art directors in the Adobe Creative Suite (Photoshop, Illustrator, InDesign) as well as video editing, web and mobile app development, and animation. Primary instruction is delivered online and administrated by an on-campus faculty member. This course is graded on a Pass/Fail basis.

Prerequisite(s): APR 301

Prerequisite(s) with concurrency: APR 411

APR410 Portfolio I

Hours 4

This workshop course is devoted to the development and execution of portfolio pieces reflecting the pursuit of sound strategic and conceptual thinking. All work is done by art director/writer teams and finished executions are produced as the process of portfolio building begins. This work is reviewed by a jury of creative professionals at an end-of-semester critique.

Prerequisite(s): APR 310

APR411 Portfolio II

Hours 4

This workshop course is devoted to the continued development and professional-level execution of a complete advertising portfolio reflecting mastery of strategic and conceptual thinking. Each creative team's work is both prepared and evaluated according to the highest industry standards and reviewed by a jury of creative professionals at an end-of-semester critique. Students are also advised regarding job search strategies and personal branding. This course may be repeated as a directed study with instructor permission.

Prerequisite(s): APR 410

APR412 Portfolio III

Hours 3

Students will work as part of a creative team in this workshop course to develop professional-level advertising campaigns for inclusion in their creative portfolios. They will create work to compete in a minimum of one national or international creative competition. The work completed in this class will reflect a mastery of strategic and conceptual thinking. Each creative team's work is prepared and evaluated according to the highest industry standards and reviewed by a jury of creative professionals at an end-of-semester critique. Students are also further advised regarding job search strategies and personal branding.

Prerequisite(s): APR 411

APR415 Online Magazine Writing

W

Hours 3

Further develops writing and editing skills that are crucial to successful public relations practice. Highlights some of the differences between writing for traditional print publications versus writing for emerging online communication channels. Students also research, plan, write, edit, produce and distribute a complete issue of Platform Magazine. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): Permission of instructor; APR 280 and APR 332 or APR 422 or APR 410 or APR 333

Writing

APR419 Concepting and Implementation

Hours 3

Offers students the chance to implement plans for increasing awareness and/or executing fundraising efforts on behalf of nonprofit organizations. This service learning experience culminates in the production of multiple portfolio pieces for at least one real-world client.

Prerequisite(s): APR 260 or CIS 250; APR 300; and APR 332 or APR 333 or APR 422

APR421 Account Planning

Hours 3

This course prepares aspiring account planners to accept responsibilities unique to the practice, including, but not limited to: the writing of creative briefs, data analysis, new product development consultancy, maintenance of productive account team relationships, social anthropology-based research, foresight and media communication planning.

Prerequisite(s): APR 302 or APR 270 and APR 280

APR422 Channel Planning

Hours 3

A wide-ranging, strategically focused course intended to develop decision-making skills involving both traditional and non-traditional media as well as the use of other communication channels. Students execute a case study project that involves complex strategy and media buying.

Prerequisite(s): APR 280 and APR 302 or APR 303 or APR 270 or APR 271

APR423 A+PR Management

W

Hours 3

Examines the managerial role in both advertising and public relations practice. Key dimensions in communication management, including, but not limited to, professional and business ethics, business and financial literacy, media management, organizational culture and communication, and leadership are covered. A variety of teaching approaches—case studies, team projects, debates, simulations, student presentations, readings and lectures—are employed. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): APR 280 and APR 302 or APR 303 or APR 270 or APR 271

Writing

APR424 Advertising Campaigns

Hours 3

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.

Prerequisite(s): EC 110; APR 422 or APR 322 or APR 323; and APR 451 or APR 452 or APR 453 or MC 401

APR425 Crisis and Emergency Management

Hours 3

Explores the role of strategic and effective public relations practice in crisis management. Focuses on students learning the theory and practice of strategic crisis and emergency management and communication: how issues occur and develop in crises, their impacts on publics and society, and how they should be managed and communicated to publics. A variety of teaching/learning approaches—case studies, a team project, simulations, student presentations, readings and lectures, guest speakers—are used to enhance and increase student responsibility for learning.

Prerequisite(s): APR 280 and APR 302 or APR 303 or APR 270 or APR 271

APR426 International Public Relations

Hours 3

Explores the roles of public relations in different countries, in different contexts, and at the local, regional, national, and international levels. Covers current events, timely topics, and trends as they arise and as they are relevant to public relations, including how global technologies have created interconnections between and among corporate, activist, and nonprofit organizations and their stakeholder groups, forming networks of international communities without borders and accelerating the need for PR professionals who understand and can address cross-national and cross-cultural communications. Readings include academic scholarship in global public relations and public relations trade and business media sources around the world.

Prerequisite(s): APR 280 and APR 302 or APR 303 or APR 270 or APR 271

APR427 Public Relations Leadership

Hours 3

Public relations leaders represent vital human capital in organizations in today's dynamic, high-speed communications world. This course describes the process or journey of becoming a PR leader and explores leadership theories, key research findings, top issues in the profession, roles and responsibilities of leaders, and the development process. Students will gain self-insights and develop their own leadership capabilities and capacities through diverse readings, assignments and exercises during the semester.

Prerequisite(s): APR 280 and APR 302 or APR 303 or APR 270 or APR 271

APR428 Nonprofit Communications

Hours 3

This course is designed to introduce students to the theory and practice of communication strategies in nonprofit organizations.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR429 Sport, Publicity and Promotion

Hours 3

This course is designed to develop a thorough understanding of sports marketing principles and their application to all facets of the sports industry. Students will learn about how marketing affects other areas of a business that uses sports to reach their target consumers. Students will understand marketing from the perspective of managing a marketing program and participate in one practical field project with a leading organization in the sports industry.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR430 Advanced Digital Marketing

Hours 3

This workshop-style course is designed to provide students with the practical, theoretical and analytical knowledge and skills required to successfully develop, monitor, and execute digitally based and social media campaigns. Students will acquire a skill set based on the demands of current industry practice. This course is a combination of lectures and exercises where strategic thinking, attention to detail and creative problem solving are crucial.

Prerequisite(s): APR 333 or JCM 303

APR432 Public Relations Management

W

Hours 3

The course concentrates on public relations as an essential element in the effective management of any organization and examines the concepts, perspectives, and practices that apply to the management of communication programs directed to various audiences inside and outside the organization. Writing proficiency is required for a passing grade in this course. A student who does not write with the skill normally required of an upper-division student will not earn a passing grade, no matter how well the student performs in other areas of the course.

Prerequisite(s): MATH 110 or MATH 112 or MATH 113 or MATH 115 or MATH 121 or MATH 125 or MATH 126 or MATH 145 or MATH 146; and (EC 110 or EC 112) and APR 231 and APR 260 and APR 300 and APR 332 and JCM 103 and JCM 303 and MC 101

Writing

APR433 Public Relations Campaigns

Hours 3

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

Prerequisite(s): APR 332 or APR 333; and APR 451 or APR 452 or APR 453 or MC 401

APR434 Twitch

Hours 3

Content marketing has recently become one of the most popular and effective digital marketing strategies. And with the rise of video marketing, podcasting, and mobile design, content now takes many different forms. At the intersection of development, creativity, and marketing, content marketing is an art that requires an understanding of many different disciplines. In this class, students will get a crash course on the most common forms of content creation as well as the methods to drive website traffic and subsequent new business. Marketing principles such as inbound marketing, positioning, segmentation, social media marketing, and email marketing will also be discussed. This is an "agency" style class, where the students will be responsible for creating unique content on deadline for the University of Alabama Twitch channel. The class will be broken into fields of interest working to promote independently but delivering an overall branded message.

Prerequisite(s): MC 101

APR435 Pitch, Please!

Hours 3

This experiential learning course explores pitch strategies, board room presentation skills, and offers students opportunities to practice and gain confidence in speaking in front of small groups in a simulated business environment. The pitching concepts covered include pitching content related to advertising and public relations industry as well as pitching oneself during job searches.

Prerequisite(s): MC 101

APR436 Viral Communication

Hours 3

Have you ever wondered why some things become popular while others don't? This course explains fundamental ideas and factors related to how to make things more persuasive and viral. This course combines theory and practical application. In this course, students will learn how to make your ideas stick by examining the science behind making your ideas stick, increasing their influence, generating word of mouth and harnessing the power of social networks to get your products, ideas and services to catch on.

Prerequisite(s): MC 101

APR437 Social Networks

C

Hours 3

This course deals with the manner in which individuals in society engage in networked social interactions with one another. The topic is addressed from three perspectives: theoretical, practical, and methodological. On the theoretical side, students explore how social networks form, evolve, and disperse over time. From a practical standpoint, students examine how professionals across disciplines can leverage social networks to achieve their aims. And, in a methodological sense, students learn how those social networks can be analyzed and evaluated to serve academic and industry goals alike. Computing proficiency is required for a passing grade in this course.

Computer Science

APR438 Emerging Technologies in A+PR

Hours 3

This course addresses how cutting-edge and near-future technologies will shape professional and academic work in advertising and public relations in the coming years. This course takes a high-level managerial perspective on these topics, so rather than focusing on programming or other technical skills, students will explore the implications of these technologies, especially how they can be applied to real-world advertising and public relations work.

Prerequisite(s): MC 101

APR439 Branding Principles & Practice

Hours 3

This class will cover the principles used to brand various entities and the importance of strong imagery within these efforts. The class will incorporate case studies, a history of branded imagery and the use of imaging software such as Adobe Spark and Illustrator. Emphasis will be placed upon the importance of mass communication as a means to effectively brand an organization, product, person or service, the ability to develop images that will translate brand-appropriate characteristics and the presentation of ideas in written, visual and oral form.

Prerequisite(s): MC 101

APR451 Business for Strategic Communicators

Hours 3

This course examines strategic communication in a business context. Key dimensions in business, including accounting, finance, strategic decision making, corporate reputation, transformation and governance, as well as research and measurement are covered. A variety of teaching/ learning approaches—case studies, readings and lectures—are used to enhance understanding and increase student responsibility for learning. As in the real world, students will work under deadline pressures and against professional quality requirements.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR452 Ethics and Professionalism

Hours 3

This course will teach students the roles of ethics and professionalism in contemporary advertising and public relations practice. The course explores steps toward professionalism in advertising and public relations practice, the roles of ethics in professional decision-making and contemporary ethical issues in advertising and public relations professions.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR453 Investigation and Insights

Hours 3

This course is designed to provide students with advanced knowledge and skills necessary to plan and analyze secondary, qualitative and quantitative data to draw meaningful academic and/or industry conclusions, monitor and measure outcomes of communication efforts, and present and visualize data proficiently.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR454 Consumer Psychology

Hours 3

A comprehensive study of behavioral models and concepts designed to help understand, evaluate, and predict consumer behavior. This course will deepen a student's knowledge about consumer psychology and help them apply the knowledge from the perspective of a advertising and public relations professional. This course stresses analytical thinking about consumer psychology and prediction of how advertising and public relations tactics may influence demand for products and services.

Prerequisite(s): APR 302 or APR 303 or APR 270 or APR 271

APR455 Advanced Media Strategy

Hours 3

This course is designed to mentor advertising and public relations students with an interest in media strategy to participate in the Washington Media Scholars Foundation (WMSF) competition. The WMSF Media Plan Case competition is a national, multi-round competition where student teams of 2 develop a media plan to address a case scenario based on real-world data. Teams compete for a portion of scholarship monies as well as an all expenses paid trip to Washington, DC in June to present their work.

Prerequisite(s): APR 422

APR456 Media Relations

Hours 3

This course is designed to provide students with the knowledge and skills to manage relationships with media gatekeepers in order to facilitate communication through their channels, including media selection, build relationships with gatekeepers, and interacting with the media through interviews and press conferences. Students will also learn how to track and analyze media coverage and sentiment using online tools.

Prerequisite(s): APR 332 or APR 333 or APR 422

APR480 Readings In APR

SP

Hours 3

Required readings are determined in consultation with the faculty member overseeing the course.

Special Topics Course

APR490 Special Topics

SP

Hours 3

Advanced seminars on topics related to the practice of advertising and public relations. Content will vary by semester.

Prerequisite(s): MC 101

Special Topics Course