

PUBLIC RELATIONS DEGREE PATH: GENERAL MAJOR

38 CREDIT HOURS

* THIS DEGREE PATH WILL TAKE AT
LEAST FIVE 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; justify-content: space-around;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 231 (3) Intro. to Public Relations</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #eee; text-align: center;"> <p>MC 101 (3) Intro. to Mass Communication</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 260 (1) Software Applications I</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #eee; 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; background-color: #333; color: white; text-align: center;"> <p>APR 271 (3) Strategic Thinking (PR)</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #eee; text-align: center;"> <p>APR 300 (3) Basic Principles of Design</p> <p style="font-size: x-small; margin-left: -20px;">LAB (PR)</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #eee; text-align: center;"> <p>JCM 303 (3) W News Writing and Reporting</p> </div> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center; margin-top: 10px;"> <p>APR 280 (3) Investigation and Insights</p> </div> <p style="text-align: right; font-size: small;">* Formerly known as JN 311.</p>	
<p>APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR</p>		
<p>PHASE THREE</p> <p><i>Students who decide to pursue a general PR major should follow these instructions.</i></p> <p>● Note: APR 332 is a prerequisite for all APR courses in Phase Four.</p>	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; background-color: #eee;"> <p style="text-align: center;">● PUBLIC RELATIONS GENERALIST</p> <p>After completing APR 332, students who wish to pursue a general major in public relations will choose three courses from the options listed below in Phase Four.</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center; margin-top: 10px;"> <p>APR 332 (3) W Public Relations Writing</p> </div>	<p>ADDITIONAL REQUIREMENT:</p> <p style="font-size: x-small;">(Prerequisite: 61 credit hours):</p> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #eee; text-align: center; margin-top: 10px;"> <p>MC 401 (3) Mass Media Law</p> </div>
<p>PHASE FOUR</p> <p><i>All courses in Phase Four must be taken before Phase Five.</i></p>	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; background-color: #eee;"> <p style="text-align: center;">CHOOSE THREE (9 CREDIT HOURS):</p> <div style="display: grid; grid-template-columns: repeat(2, 1fr); gap: 10px;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 415 (3) W Online Magazine Writing</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 425 (3) Crisis + Emergency Management</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 419 (3) PR Concepting + Implementation</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 426 (3) International Public Relations</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 423 (3) W Management</p> </div> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center;"> <p>APR 427 (3) Public Relations Leadership</p> </div> </div> </div> <div style="margin-top: 10px;"> <p>⊕ Students are admitted by application to this course.</p> </div>	
<p>PHASE FIVE</p> <p><i>All courses in the PR major are prerequisites to APR 433.</i></p>	<div style="border: 1px solid black; border-radius: 15px; padding: 10px; background-color: #eee;"> <div style="border: 1px solid black; border-radius: 15px; padding: 5px; background-color: #333; color: white; text-align: center; margin-bottom: 10px;"> <p>APR 433 (3) Public Relations Campaigns</p> </div> <p style="font-size: x-small;">* not typically offered in the summer</p> </div> <div style="margin-top: 10px;"> <p>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.</p> </div>	