

PUBLIC RELATIONS DEGREE PATH: MAJOR WITH SPECIALIZATION

38 CREDIT HOURS

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



THE UNIVERSITY
OF ALABAMA
ADVERTISING +
PUBLIC RELATIONS

PHASE ONE

All courses in Phase One must be taken before Phase Two.

APR 231 (3)
Intro. to Public Relations

MC 101 (3)
Intro. to Mass Communication

APR 260 (1)
Software Applications I

JCM 103 (1)
Mechanics of Media Writing

* Formerly known as JN 150.

PHASE TWO

All courses in Phase Two must be taken before Phase Three.

APR 271 (3)
Strategic Thinking (PR)

APR 300 (3)
Basic Principles of Design

JCM 303 (3) W
News Writing and Reporting

* Formerly known as JN 311.

APR 280 (3)
Investigation and Insights

APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR

PHASE THREE

Students who decide to pursue a PR major with a specialization should follow these instructions.

APR 332 (3) W
Public Relations Writing

PUBLIC RELATIONS SPECIALIST

Students who wish to pursue a public relations major with a specialization may begin taking some depth courses during Phase Three (with APR 332).

CHOOSE A SPECIALIZATION (6 CREDIT HRS.):
Each specialization is explained in detail on the following pages.

TECHNOLOGICAL AND DIGITAL COMMUNICATION MANAGEMENT

or

NONPROFIT COMMUNICATION MANAGEMENT

or

SPORT AND ENTERTAINMENT COMMUNICATION MANAGEMENT

Note: APR 332 is a prerequisite for all APR courses in Phase Four.

PHASE FOUR

Select the course that most interests you and/or relates to the type of PR career you wish to pursue.

One of the APR courses at right must be completed before Phase Five.

CHOOSE ONE (3 CREDIT HOURS):

APR 415 (3) W
Online Magazine Writing

APR 425 (3)
Crisis + Emergency Management

APR 419 (3)
PR Concepting + Implementation

APR 426 (3)
International Public Relations

APR 423 (3) W
Management

APR 427 (3)
Public Relations Leadership

⊕ Students are admitted by application to this course.

ADDITIONAL REQUIREMENT:
(Prerequisite: 61 credit hours):

MC 401 (3)
Mass Media Law

PHASE FIVE

All courses in the PR major are prerequisites to APR 433.

APR 433 (3)
Public Relations Campaigns

* not typically offered in the summer

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.