

# ADVERTISING & PUBLIC RELATIONS (BA)

## Degree Requirements

Code	Title	Hours
<b>General Education Requirements</b>		
<a href="https://bulletin.southalabama.edu/programs-az/arts-sciences/#generaleducationtext">https://bulletin.southalabama.edu/programs-az/arts-sciences/#generaleducationtext</a>		53-57
<b>Major Requirements</b>		<b>42</b>
<i>Advertising &amp; Public Relations Core</i>		24
Complete the following:		
CA 101	Intro to Media	3
CA 260	Digital Writing and Production	3
CA 300	Fnds of Comm Research	3
APR 221	Advertising Principles	3
APR 224	Public Relations Principles	3
APR 271	Strategic Publication Design	3
APR 324	Strategic Writing - W	3
APR 485	Cases in Strategic Comm	3
Choose Emphasis: A or B		
<i>A. Advertising Emphasis</i>		<i>18</i>
Complete the following:		
APR 321	Media Planning	3
APR 322	Creative Strategy - W	3
APR 487	Tideline Agency	3
Select 9 hours from the following list of courses:		
APR 371	Branding & Visual Messages	3
APR 384	Account Management	3
CA 445	Ethics-Social Respons Comm	3
CA 455	Law of Communication	3
APR 470	Digital Media & Analytics	3
APR 471	Prof & Creative Portfolio	3
APR 474	Consumer Sales Promotion	3
CA 496	Prof Studies - Internship	1-3
<i>B. Public Relations Emphasis</i>		<i>18</i>
Complete the following:		
APR 'W' Public Relations		3
APR Special Topics in Public Relations		3
APR 486	Strategic Campaigns	3
Select 9 hours from the following list of courses:		
APR 323	Sports PR	3
APR 325	Applied Comm Workshop	3
APR 326	P.R. & Non-Profit Fundraising	3
APR 371	Branding & Visual Messages	3
CA 445	Ethics-Social Respons Comm	3
CA 455	Law of Communication	3
APR 470	Digital Media & Analytics	3
APR 471	Prof & Creative Portfolio	3
CA 496	Prof Studies - Internship	1-3
<b>Minor Requirements</b>		

A minor is required for this degree program. 18-24

**A MINIMUM OF 120 HOURS IS REQUIRED FOR A DEGREE 120**

All undergraduates must complete two designated writing credit (W) courses, at least one must be in major or minor.

## Graduation Plan

Multiple Degree Plans Available. Select to View Option

### Advertising

(120 Total Hours)

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
CAS 100	First Yr Exp -	2
EH 101	English Composition I	3
CA 110	Public Speaking	3
Math	Area III, A <sup>1</sup>	3
CA 101	Intro to Media	3
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
EH 102	English Composition II	3
Literature	Area II, D <sup>1</sup>	3
CA 220	Writing Comm Media - W	3
Lab Science	Area III, B <sup>1</sup>	4
History	Area IV, A <sup>1</sup>	3
<b>Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
Language	Area II, B <sup>1</sup>	3
Lab Science	Area III, B <sup>1</sup>	4
APR 224	Public Relations Principles	3
CA 260	Digital Writing and Production	3
Fine Arts	Area II, C <sup>1</sup>	3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
Language	Area II, B <sup>1</sup>	3
Humanities/Fine Arts	Area II, E <sup>1</sup>	3
History/SBS	Area IV, B <sup>1</sup>	3
Lab Science	Area III, B <sup>1</sup>	4
APR 271	Strategic Publication Design	3
<b>Hours</b>		<b>16</b>
<b>Third Year</b>		
<b>Fall</b>		
CA 300	Fnds of Comm Research	3
APR 321	Media Planning	3
APR 324	Strategic Writing - W	3
History/SBS	Area IV, B <sup>1</sup>	3
Humanities/Fine Arts	Area II, E <sup>1</sup>	3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Humanities/Fine Arts	Area II, E <sup>1</sup>	3
CA choose	Communication elective <sup>3</sup>	3
Minor	Minor course <sup>2</sup>	3
Minor	Minor course <sup>2</sup>	3
Minor	Minor course <sup>2</sup>	3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
APR 485	Cases in Strategic Comm	3

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APR 384	Account Management	3
History/SBS	Area IV, B <sup>1</sup>	3
Minor	Minor course <sup>2</sup>	3
Minor	Minor course <sup>2</sup>	3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
Elective	Elective hours <sup>4</sup>	3
CA 445	Ethics-Social Respons Comm	3
APR 486 or APR 487	Strategic Campaigns or Tideline Agency	3
CA choose	Communication elective <sup>3</sup>	3
Minor	Minor course <sup>2</sup>	3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>122</b>

<sup>1</sup> See General Education Requirements.

<sup>2</sup> All Arts and Sciences majors require a minor between 18 and 24 hours. This plan incorporates a 18 hour minor.

<sup>3</sup> Courses may be selected from APR 322, APR 323, APR 325, APR 354, APR 371, APR 384, APR 470, APR 471, APR 474, CA 453, CA 455, CA 456, CA 496, DFT 340, DFT440, JOU 383, JOU 387.

<sup>4</sup> The number of elective hours required will depend on the number of hours required by your minor. Work with your advisor to determine the number of elective hours you must take.

## Public Relations

(120 Total Hours)

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
CAS 100	First Yr Exp -	2
EH 101	English Composition I	3
CA 110	Public Speaking	3
Math	Area III, A <sup>1</sup>	3
CA 101	Intro to Media	3
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
EH 102	English Composition II	3
Literature	Area II, D <sup>1</sup>	3
CA 220	Writing Comm Media - W	3
Lab Science	Area III, B <sup>1</sup>	4
History	Area IV, A <sup>1</sup>	3
<b>Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
Language	Area II, B <sup>1</sup>	3
Lab Science	Area III, B <sup>1</sup>	4
APR 224	Public Relations Principles	3
CA 260	Digital Writing and Production	3
Fine Arts	Area II, C <sup>1</sup>	3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
Language	Area II, B <sup>1</sup>	3
Humanities/Fine Arts	Area II, E <sup>1</sup>	3
History/SBS	Area IV, B <sup>1</sup>	3
Lab Science	Area III, B <sup>1</sup>	4
APR 271	Strategic Publication Design	3
<b>Hours</b>		<b>16</b>

### Third Year

#### Fall

CA 300	Fnds of Comm Research	3
APR 321	Media Planning	3
APR 324	Strategic Writing - W	3
History/SBS	Area IV, B <sup>1</sup>	3
Humanities/Fine Arts	Area II, E <sup>1</sup>	3
<b>Hours</b>		<b>15</b>

#### Spring

Humanities/Fine Arts	Area II, E <sup>1</sup>	3
CA choose	Communication elective <sup>3</sup>	3
Minor	Minor course <sup>2</sup>	3
Minor	Minor course <sup>2</sup>	3
Minor	Minor course <sup>2</sup>	3
<b>Hours</b>		<b>15</b>

### Fourth Year

#### Fall

APR 485	Cases in Strategic Comm	3
APR 384	Account Management	3
History/SBS	Area IV, B <sup>1</sup>	3
Minor	Minor course <sup>2</sup>	3
Minor	Minor course <sup>2</sup>	3
<b>Hours</b>		<b>15</b>

#### Spring

CA 445	Ethics-Social Respons Comm	3
APR 486 or APR 487	Strategic Campaigns or Tideline Agency	3
Elective	Elective hours <sup>4</sup>	3
CA choose	Communication elective <sup>3</sup>	3
Minor	Minor course <sup>2</sup>	3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>122</b>

<sup>1</sup> See General Education Requirements.

<sup>2</sup> All Arts and Sciences majors require a minor between 18 and 24 hours. This plan incorporates a 18 hour minor.

<sup>3</sup> Courses may be selected from APR 322, APR 323, APR 325, APR 354, APR 371, APR 384, APR 470, APR 471, APR 474, CA 453, CA 455, CA 456, CA 496, DFT 340, DFT440, JOU 383, JOU 387.

<sup>4</sup> The number of elective hours required will depend on the number of hours required by your minor. Work with your advisor to determine the number of elective hours you must take.