

MAJOR MAP FOR BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS (ADPRBA) 2020-21 THROUGH 2023-24 CATALOG YEARS

Last Updated: Sep. 28, 2023

ADPRBA Degree Snapshot

University Perspectives (0-1 hr)

_____ UNIV 1001, University Perspectives (waived for transfer students with 24 or more transferred hours)

State Core English Composition (0-6 hrs)

_____ ENGL 1013, Composition 1 or exemption
_____ ENGL 1023, Composition 2 or exemption (see [catalog](#) for ACT/SAT test score exemption)

State Core US History or Government (3 hrs)

_____ PLSC 2003, American National Government (required in major)

State Core Mathematics (0-3 hrs, C or higher)

_____ MATH 1203 or 1313 (may be able to skip based on math placement)

Statistics for Major (3 hrs)

_____ STAT 2303, Principles of Statistics

State Core Natural Sciences w/ labs (8 hrs)

_____ Science w/ lab _____
_____ Science w/ lab _____

State Core Social Sciences (9 hrs)

_____ ECON 2143, Basic Economics (or ECON 2013)
_____ Social Science _____ (ECON 2023 if taking 2013 too)
_____ Social Science _____

Additional Political Science for Major (0-3 hrs)

_____ PLSC _____ (if PLSC class not taken for Social Science above)

State Core Fine Arts (3 hrs)

_____ Fine Art _____

State Core Humanities (0-3 hrs)

_____ Humanities _____

Major WLIT and PHIL Requirement (6 hrs)

_____ WLIT 1113, 1123, or upper-level Literature _____
_____ PHIL 2003, 2103 or 3000+ _____

Major World Language to 2003 level (3-9 hrs)

_____ Language _____ 1003 (or fluency)
_____ Language _____ 1013 (or fluency)
_____ Language _____ 2003 (or higher required)

Communication (3 hrs)

_____ COMM 1313, Public Communication

History (3 hrs)

_____ HIST 3000+ _____

Cultural Diversity (0-3 hrs, can overlap with HIST 3000+ or JOUR Elective requirement)

_____ Cultural Diversity _____

Journalism and Strategic Media Core (16-19 hrs)

_____ JOUR 1100, Grammar Spelling Punctuation Requirement, or JOUR 1003, Journalistic Writing Skills
_____ JOUR 1023, Media and Society
_____ JOUR 1033, Media Writing (Co- or pre-req: JOUR 1100 or 1003)
_____ JOUR 3633, Media Law (Pre-req: Junior Standing)
_____ JOUR 4333, Ethics in Journalism (Pre-req: Junior Standing)
_____ JOUR 4981, Journalism Writing Requirement (Pre-req: 90 hrs) [JOUR 498VH if honors]

Choose 1 Digital Journalism class:

_____ JOUR 2032/2031L, Broadcast News Reporting I
_____ JOUR 2053, Multimedia Journalism (Pre-req: JOUR 1023 and 1033 and completion of GSP requirement)
_____ JOUR 2063, Media Graphics and Technology
_____ JOUR 405V, Specialized Journalism Seminar (Only the topics "Videography/Editing" or "Digital Content Strategy" (Pre-req: varies but often requires instructor consent. Check individual sections)**

Advertising and Public Relations (21 hrs, see below for enrollment requirements)

_____ ADPR 3723, Advertising Principles
_____ ADPR 3743, Public Relations Principles
_____ ADPR 4143, Public Relations Writing
_____ ADPR 4423, Creative Strategy and Execution
_____ JOUR OR ADPR any _____ (JOUR 3923H if honors)
_____ JOUR OR ADPR any _____ (JOUR 4923H if honors)

Choose 1:

_____ ADPR 4453, Media Planning & Strategy
_____ ADPR 4473, Account Planning

Marketing (9 hrs)

_____ MKTG 3433, Intro to Marketing
_____ MKTG 3553, Consumer Behavior
_____ MKTG 3633, Marketing Research

General Electives (8-33 hrs)

How you use these hours will depend on your educational and career goals. Early in your degree you might use this section to jot down ideas for how to plan. As you get closer to graduation, you might use this section to track which classes you've taken outside the above requirements.

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Graduation Plan

Use the following additional resources, in addition to this major map, to complete your graduation plan ([Catalog](#), and your [Degree Audit](#) in UAconnect). Many students have more than one major, minor, or pre-professional goal that has additional required classes. This tool allows you to combine all your educational goals in to one plan.

High School credit	List all Advanced Placement, International Baccalaureate, Dual or Concurrent credit			
Year	Fall	Spring	Summer	Total
Year 1				Total 1 st year credit hours (aim for 30):
Year 2				Total 2 nd year credit hours (aim for 60):
Year 3				Total 3 rd year credit hours (aim for 90):
Year 4				Total 4 th year credit hours (Must be at least 120):

Graduation Checklist (does your plan include the following):

- Do you have at least a 2.0 GPA (this will be something you track each semester)
- All state minimum core requirements
- All Major(s)/Minor(s) requirements
- [Writing requirement](#) complete
- Have At least 50% of each major/minor taken from UofA
- 24 hours of 3000+ classes exclusively from Fulbright College of Arts and Sciences classes
- 30 hours of 3000+ classes exclusively from the University of Arkansas. This can include courses taken for the 24-hour rule.
- 40 hours of upper-level classes. (3000+ or 2000+ with a pre-requisite. Can include transfer credit.) This can include courses taken for the 24-hour and 30-hour rules.
- 120 total eligible credit hours (see below for a list of ineligible classes)

COURSES THAT DO NOT COUNT TOWARDS THE 120 HOURS REQUIRED FOR GRADUATION

- ENGL 0002
- MATH 0001L, MATH 0002L, MATH 0003, and MATH 0131L
- Duplicated/Repeated courses (i.e.: if the same course is taken more than once, the hours will only count once for graduation)

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Department Information:

Faculty who have exception/substitution authority: Dave Bostwick and Bret Schulte

Transfer Coursework Restriction: At least 50% of a student's Arts and Sciences (ARSC) major or minor must be taken at the University of Arkansas.

GPA (Grade Point Average): Every student must have at least a 2.00 cumulative grade point average to be eligible to graduate from the University of Arkansas.

Please visit <https://catalog.uark.edu/undergraduatecatalog> for an extensive list of core, major, graduation, and pre-requisite requirements. To read more about individual classes, visit the [courses of instruction](#) page for course descriptions.

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Degree Requirement Breakdown by Category

The following information is designed to help you navigate your experience in your degree and answer common questions that may come up for each requirement.

Category	Degree Requirements	Curriculum Notes
UNIVERSITY PERSPECTIVES 0-1 hr	<ul style="list-style-type: none"> UNIV 1001, University Perspectives 	Or equivalent from another University of Arkansas college. (AFLS 1023H, ARSC 1201, GNEG 1111, HIST 1003(H), HIST 1003(H), PLSC 1003, BUSI/WCOB 1111) Note: students who transfer to the University of Arkansas with at least 24 credit hours will have this requirement waived.
STATE CORE COMPOSITION 0-6 hrs	<ul style="list-style-type: none"> ENGL 1013, Composition 1 or SAT/ACT exemption ENGL 1023, Composition 2 or SAT/ACT exemption 	See Catalog for information about placement and/or exemption.
STATE CORE US HISTORY or GOVERNMENT 3 hrs	<ul style="list-style-type: none"> PLSC 2003, American National Government (required in major) 	*Some courses may appear as options in multiple areas of the State Core. You can only count each course 1 time in the State Core and will need unique courses in each of the content areas below.
STATE CORE MATHEMATICS 0-3 hrs	Choose 1: <ul style="list-style-type: none"> MATH 1203, College Algebra MATH 1313, Quantitative Reasoning 	C or higher will be required as a pre-requisite to statistics required in major. Based on ACT/SAT or other math placement scores, students may need to enroll in additional remediation related courses or may be exempt from this class. See catalog or math placement website for additional information.
STATISTICS FOR MAJOR 3 hrs	<ul style="list-style-type: none"> STAT 2303, Principles of Statistics 	*While the catalog allows MATH classes to count here, students need to take either STAT 2303 or BUSI 1033 as a pre-requisite to MKTG 3433. If students take BUSI 1033 it can also count here in lieu of STAT 2303 as a standing substitution.
STATE CORE NATURAL SCIENCES CORE 8 hrs	Choose 2: (each class will have a required lecture and lab component): <ul style="list-style-type: none"> ANTH 1013 and ANTH 1011L, Intro to Biological Anthropology ASTR 2003/2001L, Survey of the Universe BIOL 1524, Biological Principles BIOL 1543/1541L, Principles of Biology BIOL 1584, Biology for Majors BIOL 1603/1601L, Principles of Zoology BIOL 1613/1611L, Plant Biology BIOL 2213/2211L, Human Physiology BIOL 2443/2441L, Human Anatomy CHEM 1053/1051L, Chemistry in the Modern World CHEM 1073/1071L, Fundamentals of Chemistry CHEM 1103/1101L; University Chemistry I CHEM 1123/1121L, University Chemistry II CHEM 1203/1201L, Chemistry for Majors I CHEM 1223/1221L, Chemistry for Majors II ENSC 1003/1001L, Environmental Science ENTO 1023/1021L, Insects, Science, and Society GEOS 1113/1111L, Physical Geology GEOS 1133/1131L, Earth Science 	Some classes will have pre-requisites

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	<ul style="list-style-type: none"> • GEOS 1145, Introduction to Geology for Science Majors • PHYS 1023/1021L, Physics and Human Affairs • PHYS 1034, Physics for Elementary Education Majors • PHYS 1044, Physics for Architects I • PHYS 1054, Physics for Architects II • PHYS 2013/2011L, College Physics I • PHYS 2033/2031L, College Physics II • PHYS 2054, University Physics I • PHYS 2074, University Physics II 	
<p style="text-align: center;">STATE CORE SOCIAL SCIENCES</p> <p style="text-align: center;">9 hrs</p>	<ul style="list-style-type: none"> • ECON 2143, Basic Economics: Theory and Practice (or ECON 2013 and ECON 2023) <p>Choose 1 or 2 (2 if taking ECON 2143 and 1 if taking ECON 2013 and 2023): *</p> <ul style="list-style-type: none"> • AGECE 1103, Principles of Agriculture Microeconomics • AGECE 2103, Principles of Agriculture Macroeconomics • ANTH 1023, Intro to Cultural Anthropology • COMM 1023, Communication in a Diverse World • ECON 2013, Principles of Macroeconomics • ECON 2023, Principles of Microeconomics • EDST 2003, Introduction to Educational Studies • GEOS 1123, Human Geography • GEOS 2003, World Regional Geography • HDFS 1403, Life Span Development • HDFS 2413, Family Relations • HDFS 2603, Rural Families & Communities • HIST 1113, Institutions and Ideas of World Civilizations I • HIST 1123, Institutions and Ideas of World Civilizations II • HIST 2003, History of the American People to 1877 • HIST 2013, History of the American People 1877 to Present • HIST 2093, Animals in World History • HUMN 1114H, Honors Roots of Culture to 500 C.E. (Honors only) • HUMN 2114H, Honors Birth of Modern Culture, 1600-1900 (honors only) • INST/PLSC 2813, Intro to International Relations & Global Studies* • PLSC 2013, Intro to Comparative Politics* • PLSC 2203, State and Local Government* • PSYC 2003, General Psychology • RESM 2853, Leisure and Society • SOCI 2013, General Sociology • SOCI 2033, Social Problems • STEM 2003, The Art of STEM Communication 	<p>Students must take classes from at least two departments in the Social Sciences category.</p> <p style="text-align: right;">*If students take PLSC/INST 2813, PLSC 2013, or PLSC 2203, it can also count as the student's second PLSC class required in the major.</p>
<p style="text-align: center;">ADDITIONAL POLITICAL SCIENCE FOR MAJOR</p> <p style="text-align: center;">0-3 hrs*</p>	<p>Take any additional PLSC course in addition to PLSC 2003.</p> <p>(Students are recommended to take PLSC 2813 Intro to International Relations and Global Studies, PLSC 3233 The American Congress, or PLSC 4233 The American Chief Executive)</p>	<p>*Students who took PLSC/INST 2813, PLSC 2013, or PLSC 2203 for a Social Science core can also count that class here.</p>

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<p><u>STATE CORE FINE ARTS</u></p> <p>3 hrs</p>	<p>Choose 1:</p> <ul style="list-style-type: none"> • ARCH 1003, Architecture Lecture • ARHS 1003, Art Lecture • COMM 1003, Film Lecture • DANC 1003, Movement and Dance • ENGL 2023, Creative Writing 1 • HUMN 2114H, Honors Birth of Modern Culture 1600-1900 (honors only) • LARC 1003, The American Landscape • MLIT 1003, Experiencing Music • MLIT 1013, Music and Society (music majors only) • MLIT 1333, Popular Music • THTR 1003, Theatre Appreciation • THTR 1013, Musical Theatre Appreciation • THTR 1683, Acting I • THTR 1883, Acting 1 for Theatre majors 	<p>Classes taken in this category may not overlap in any other core category</p>
<p><u>STATE CORE HUMANITIES</u></p> <p>0-3 hrs**</p>	<p>Choose 1: *</p> <ul style="list-style-type: none"> • AAST 2023, The African American Experience • ANTH 1033, Introduction to Archeology • ARCH 1013, Diversity and Design • CLST 1003, Introduction to Classical Studies: Greece • CLST 1013, Introduction to Classical Studies: Rome • COMM 1233, Media, Community and Citizenship • DANC 1003, Dance Appreciation • DASC 2133, Data Privacy & Ethics • ENGL 1213, Introduction to Literature • ENGL 2023, Creative Writing I • GNST 2003, Introduction to Gender Studies • HIST 1113, Institutions and Ideas of World Civilizations I • HIST 1123, Institutions and Ideas of World Civilizations II • HIST 2003, History of the American People to 1877 • HIST 2013, History of the American People 1877 to Present • HUMN 1124H*, Honors Equilibrium of Cultures 500-1600 (Honors only) • HUMN 2213, Introduction to World Religions • LALS 2013, Introduction to Latin American and Latino Studies • MRST 2013, Introduction to Medieval and Renaissance Studies • MUSY 2003, Music in World Cultures • PHIL 2003, Introduction to Philosophy** • PHIL 2103, Introduction to Ethics** • PHIL 2203, Logic • PHIL 2303, Human Nature and the Meaning of Life • PHIL 3103, Ethics and the Professions • THTR 1003, Theatre Appreciation • THTR 1013, Musical Theatre Appreciation • WLIT 1113, World Literature: Beginnings to 1650 CE** • WLIT 1123, World Literature: 1650 CE to Present** 	<p>*Some courses may appear as options in multiple areas of the State Core. You can only count each course 1 time in the State Core and will need unique courses in each of the content areas below.</p> <p>**Students who take WLIT 1113, WLIT 1123, PHIL 2003, or PHIL 2103 can count the class for state core humanities and WLIT/PHIL requirement in the major.</p>

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	<ul style="list-style-type: none"> Any Intermediate level foreign language numbered at the 2000 level 	
<p>MAJOR WLIT AND PHIL REQUIREMENT</p> <p>6 hrs**</p>	<p>Take 1:</p> <ul style="list-style-type: none"> WLIT 1113, World Literature: Beginnings to 1650 CE WLIT 1123, World Literature: 1650 CE to Present Any advanced Literature course * Any language literature course* <p>Take 2:</p> <ul style="list-style-type: none"> PHIL 2003, Introduction to Philosophy PHIL 2103, Introduction to Ethics Any PHIL course at the 3000+ level (PHIL 3103, Ethics in the professions, is recommended) 	<p>* This includes any literature course taught by the English department (ENGL), any upper level WLIT course, or any of the following language courses: ARAB 4113, ARAB 4213, FREN 3103, FREN 3113, FREN 4243, GERM 3013, GERM 4213, ITAL 3113, LATN 3003, LATN 3013, SPAN 3103, SPAN 3113</p> <p>**Students who take WLIT 1113, WLIT 1123, PHIL 2003, or PHIL 2103 can also count it for state core humanities above.</p>
<p>MAJOR LANGUAGE REQUIREMENT</p> <p>3-9 hrs</p>	<p>Get to the Intermediate I (2003) level or higher of a foreign language:</p> <p>This may be completed by taking only the 2003 level, <u>if the student has previous fluency</u>, but is most commonly completed by taking three classes (ARAB and CHIN both also offer intensive formats for accelerated study):</p> <ul style="list-style-type: none"> Elementary I (1003) Elementary II (1013) Intermediate I (2003) 	<p>Language Options: See the catalog for complete list</p> <p>Language Placement: See the WLLC website for a list of available placement exams for certain languages as well as information about credit by exam for Spanish.</p>
<p>COMMUNICATION</p> <p>3 hrs</p>	<ul style="list-style-type: none"> COMM 1313, Public Speaking 	<p>Non-communication majors should plan to take this in a spring semester.</p>
<p>HISTORY</p> <p>3 hrs</p>	<p>Take any HIST 3000+ course</p>	<p>HIST classes taken for the Cultural Diversity Requirement can also count here.</p>
<p>CULTURAL DIVERSITY</p> <p>0-3 hrs*</p>	<p>Take 1:</p> <ul style="list-style-type: none"> ANTH 4533, Middle East Cultures (Spring only) COMM 4343, Intercultural Communication (Spring only. Pre-req: COMM 2323) HIST 3233, African American History to 1877 HIST 3243, African American History Since 1877 HIST 3263, History of the American Indian (Fall only) JOUR 3263, African Americans in Film (Irregular. Pre-req: ENGL 1023) JOUR 4923, History of the Black Press (Spring, even years. Pre-req: Junior standing) SCWK 3193, Human Diversity in Social Work (non-schw majors can only take section -901) SOCI 3193, Race, Class, Gender and Sexuality (Pre-req: SOCI 2013) Other cultural/diversity course as approved by the School of Journalism and Strategic Media. (see list in the right-hand column for automatically approved classes.) 	<p>*An approved cultural diversity "HIST" course can count for both the cultural diversity requirement and the HIST 3000+ requirement. Or an approved cultural diversity "JOUR" course can count for both the cultural diversity requirement and as a JOUR elective. However, this does not happen automatically in the degree audit, so if a student would like to overlap this requirement, they need to request this with their academic advisor.</p> <p>In addition to the classes listed in the catalog, the following have been approved to automatically count for this requirement:</p> <ul style="list-style-type: none"> ADPR 4483, Multiculturalism in Advertising and Public Relation ANTH 3213 Indians of North America ANTH 4533 Middle East Cultures ANTH 4913 Middle East Popular Culture COMM 4343 Intercultural Communication ENGL 3853/AAST 449V African-American Literature and the Media HIST 3043 History of the Modern Middle East HIST 3073 Women and Gender in Latin American History HIST 3093 Women in US History HIST 3203 Colonial Latin America HIST 3213 Modern Latin America HIST/AAST 3233 African American History to 1877 HIST/AAST 3243 African American History Since 1877 HIST/AAST 3253 History of Sub-Saharan Africa HIST 3263 History of the American Indian HIST 3283 U.S. Latinos and Latinas through Film HIST 3303 U.S. Immigration History HIST 3313 Latinos and Latinas in the U.S. HIST 3333 LGBTQ+ Histories HIST 3513 History of China to 1644 HIST 3523 Modern China HIST 3823/ANTH 3903 Islam and Early South Asia

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		<ul style="list-style-type: none"> • HIST 3923H Mao Zedong and the Chinese Cultural Revolution • HIST 3983 Black America Post 1968 • HIST 4093 The History of African Americans and Social Justice • HIST 4123 Africa and the Trans-Atlantic Slave Trade • HIST 4173 The Latin American City • HIST 4273 Independence and Africa Today • HIST 4313 Islamic Theology and Philosophy • HIST 4333 Modern Islamic Thought • HIST 4353 Middle East 600-1250 • HIST 4363 The Middle East since 1914 • HIST 4383 The American Civil Rights Movement • HIST 4393 Early Modern Islamic Empires, 1300-1750 • HIST 4403 Islam in Asia • HIST 4413 New Women in the Middle East • HIST 4433 Social and Cultural History of the Modern Middle East • HIST 4783 History of Modern Mexico • HIST 4813 Africans and Slavery in Colonial Latin America • HIST 4823 Black Freedom in the Age of Emancipation • HIST 4853 Early Chinese Empires: Mythology, Archeology and Historiography • HIST 4863 Classical Thought in East Asia • HIST 4953 The History of Sub-Saharan African Women • JOUR/AAST 3263 African Americans in Film • JOUR 3273 African Americans in Documentary Film • JOUR 405V Portrayals of Asian Americans in the Media** • JOUR 405V Representation of Indian Americans in the Media** • JOUR 405V Indigenous Documentary Storytelling** • JOUR 405V Minorities in the Media** • JOUR 405V Writing for Racially Diverse Audiences** • JOUR/AAST 4923 History of the Black Press • SCWK 3193 Human Diversity in Social Work • SOCI 3193 Race, Class, Gender, and Sexuality <p>**JOUR 405V is a special topics class with many topics that don't count in this category. For this reason, the class can't be programmed to automatically count for this requirement in the degree audit. If students take one of these topics, they need to consult with their academic advisor to have the course moved into the appropriate requirement.</p>
<p><u>JOURNALISM AND STRATEGIC MEDIA CORE</u></p> <p>16-19 hrs</p>	<ul style="list-style-type: none"> • JOUR 1100, Grammar Spelling Punctuation Requirement, or JOUR 1003, Journalistic Writing Skills* • JOUR 1023, Media and Society • JOUR 1033, Media Writing (Co- or pre-req: JOUR 1100 or 1003) • JOUR 3633, Media Law (Pre-req: Junior Standing) • JOUR 4333, Ethics in Journalism (Pre-req: Junior Standing) • JOUR 4981, Journalism Writing Requirement (Pre-req: 90 hrs) [or JOUR 498VH if honors] <p>Choose 1 Digital Journalism class:</p> <ul style="list-style-type: none"> • JOUR 2032/2031L, Broadcast News Reporting I* • JOUR 2053, Multimedia Journalism (Pre-req: JOUR 1023 and 1033 and completion of GSP requirement) • JOUR 2063, Media Graphics and Technology • JOUR 405V, Specialized Journalism Seminar (Only the topics "Videography/Editing" or "Digital Content Strategy" (Pre-req: varies but often requires instructor consent. Check individual sections)** 	<p>A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism and advertising/public relations courses. In certain courses a minimum grade of "B" is required.</p> <p>JOUR 1023 and 1033 are only open to students declared as ADPRBA, JOURBA, JOUR-M, or IDSTBA w/ JOUR</p> <p>*JOUR 2032/2301L is not listed in 2022 and older catalogs but have been approved to count in this requirement via standing substitution.</p> <p>*Grammar, Spelling, Punctuation Requirement (GSP): All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) requirement as a prerequisite or co-requisite to JOUR 1033 Media Writing by completing one of these two options:</p> <ol style="list-style-type: none"> 1. Pass JOUR 1003 Journalistic Writing Skills with a grade of C or better; or 2. Pass JOUR 1100 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. <p>(Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for Option 2. Students who do not complete both the GSP requirement and JOUR 1033 with a C or better cannot enroll in any courses for which JOUR 1033 is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.)</p>

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		<p>**JOUR 405V is a special topics class with many topics that don't count in this category. For this reason, the class can't be programmed to automatically count for this requirement in the degree audit. If students take one of these topics, they need to consult with their academic advisor to have the course moved into the appropriate requirement.</p>
<p>ADVERTISING AND PUBLIC RELATIONS</p> <p>21 hrs</p>	<ul style="list-style-type: none"> • ADPR 3723, Advertising Principles (Pre-req: JOUR 1033 with a C or higher and completion of GSP. Cumulative 2.5 GPA and 30 credit hours completed) • ADPR 3743, Public Relations Principles (Pre-req: JOUR 1033 with a C or higher and completion of GSP. 2.5 GPA and at 30 credit hours completed) • ADPR 4143, Public Relations Writing (Pre-req: ADPR 3723 and 3743 with a B or better) • ADPR 4423, Creative Strategy and Execution (Pre-req: ADPR 3723 and 3743 with a B or better) • JOUR OR ADPR * (JOUR 3923H if honors) • JOUR OR ADPR * (JOUR 4943H if honors) <p>Choose 1:</p> <ul style="list-style-type: none"> • ADPR 4453, Media Planning & Strategy (Pre-req: ADPR 3723 and 3743 with a B or better) <p>OR</p> <ul style="list-style-type: none"> • ADPR 4473, Account Planning (Pre-req: ADPR 3723 and 3743 with a B or better) 	<p>Students must have a cumulative GPA of 2.5 or higher to enroll in ADPR 3723 and ADPR 3743.</p> <p>ADPR 3723 and 3743 may sometimes also list instructor consent to enroll. Priority is generally given to students closest to graduation in these situations.</p> <p>Students are required to earn a grade of "B" or higher in both ADPR 3723 and ADPR 3743 and maintain a cumulative GPA of 2.5 or higher to qualify to take all other 3000-level or higher Advertising/Public Relations courses. Students may retake ADPR 3723 and ADPR 3743 only once to earn a grade of "B" or higher.</p> <p>*Students in 2022 and older catalogs may count JOUR 1003 as a JOUR elective if taken. *It is recommended that 1 JOUR or ADPR elective be an internship. If taken, JOUR 1003 can count for one of these electives. Honors requirements can also count in the JOUR or ADPR electives. *JOUR or ADPR 99T transfer courses of any level can count in the JOUR or ADPR elective. *If students take a JOUR course for their Cultural Diversity requirement, it can also count here.</p>
<p>MARKETING</p> <p>9 hrs</p>	<ul style="list-style-type: none"> • MKTG 3433, Introduction to Marketing (Pre-req: ECON 2143 and either STAT 2303 or BUSI 1033) • MKTG 3553, Consumer Behavior (Pre-req: MKTG 3433) • MKTG 3633, Marketing Research (Pre-req: MKTG 3433) 	
<p>GENERAL ELECTIVES</p> <p>8-33 hrs</p>	<p>Hours will vary depending on math placement, language placement, and whether a student is exempt from ENGL 1013 and 1023.</p>	<p>Some general electives may need to be upper level to meet college and university residency requirements. See Graduation Checklist on page 2 for more information.</p>
<p>WRITING REQUIREMENT</p>	<p>Successful completion of JOUR 4981 with a grade of "C" or better or completion of honors thesis automatically satisfies the Fulbright College Writing Requirement. Honors students will meet this requirement via successful honors thesis defense.</p>	
<p>HONORS</p>	<p>Minimum Requirements for Honors:</p> <ul style="list-style-type: none"> • Maintain cumulative grade point average of 3.5 in all coursework. • Complete a minimum of 12 hours of honors courses from the UofA including the following: <ul style="list-style-type: none"> ○ JOUR 498VH (taken starting fall Junior year and 1 hr every semester Junior and Senior year. This is in lieu of JOUR 4981) ○ JOUR 3923H ○ JOUR 4943H (Spring semester of Junior Year) ○ Non-JOUR honors Colloquium • Complete and defend Honors Thesis <p>See Catalog for full description of requirements.</p>	<p>Honors Thesis Timeline: Honors students should consistently check the honors thesis timeline to stay on track to complete your honors thesis.</p> <p>College Honors: Students who also are following the College Honors Core for Bachelor of Arts programs need to also complete those additional requirements:</p> <ul style="list-style-type: none"> • 2023-24 catalog requirements • 2022-23 and older catalog requirements

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<p>Fall 2024 Rome Center Standing Substitution</p>	<p><u>For students who attend the Fall 2024 Rome Center, here is how courses are approved to count in the major:</u></p> <ul style="list-style-type: none">• ADPR/JOUR Elective: COMM/INST 4873, International Communication and Globalization• ADPR/ JOUR elective or as second required PLSC course: COMM/PLSC 4373, Political Communication• Already Required in Major: JOUR 4333, Ethics In Journalism• Already approved to count as ADPR elective and Diversity requirement: ADPR 4483, Multiculturalism in Advertising and Public Relations	
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