

# MAJOR MAP FOR BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS (ADPRBA) 2020-21 THROUGH 2024-25 CATALOG YEARS

Name: \_\_\_\_\_ ID Number: \_\_\_\_\_ Date: \_\_\_\_\_ Anticipated Graduation Semester: \_\_\_\_\_  
ADPRBA Degree Snapshot

## University Perspectives (0-1 hr)

\_\_\_\_\_ UNIV 10051, University Perspectives or exemption

## State Core English Composition (0-6 hrs)

\_\_\_\_\_ ENGL 10103, Composition 1 or exemption

\_\_\_\_\_ ENGL 10203, Composition 2 or exemption

## State Core US History or Government (3 hrs)

\_\_\_\_\_ PLSC 20003, American National Government  
(required in major)

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

\_\_\_\_\_ MATH 11003 or 11103 (may be able to skip based  
on math placement)

## Statistics for Major (3 hrs)

\_\_\_\_\_ MATH 21003, Principles of Statistics

## State Core Natural Sciences w/ labs (8 hrs)

\_\_\_\_\_ Science w/ lab \_\_\_\_\_

\_\_\_\_\_ Science w/ lab \_\_\_\_\_

## State Core Social Sciences (9 hrs)

\_\_\_\_\_ ECON 21403, Basic Economics (or ECON 21003)

\_\_\_\_\_ Social Science \_\_\_\_\_ (ECON 22003 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)

\_\_\_\_\_ ENGL 11103, 11203, or upper-level Lit \_\_\_\_\_

\_\_\_\_\_ PHIL 20003, 21003 or 30000+ \_\_\_\_\_

## Major World Language to 20103 level (3-9 hrs)

\_\_\_\_\_ Language \_\_\_\_\_ 10103 (or fluency)

\_\_\_\_\_ Language \_\_\_\_\_ 10203 (or fluency)

\_\_\_\_\_ Language \_\_\_\_\_ 20103 (or higher  
required)

## Communication (3 hrs)

\_\_\_\_\_ SPCH 10003, Public Communication

## History (3 hrs)

\_\_\_\_\_ HIST 30000+ \_\_\_\_\_

Cultural Diversity (0-3 hrs, can overlap with HIST 30000+  
or JOUR Elective requirement)

\_\_\_\_\_ Cultural Diversity \_\_\_\_\_

## Journalism and Strategic Media Core (16-19 hrs)

\_\_\_\_\_ JOUR 11000 or JOUR 10003

\_\_\_\_\_ JOUR 10203, Media and Society

\_\_\_\_\_ JOUR 10303, Media Writing (Co- or pre-req: JOUR  
11000 or 10003)

\_\_\_\_\_ JOUR 36603, Media Law (Pre-req: Junior Standing)

\_\_\_\_\_ JOUR 43303, Ethics in Journalism (Pre-req: Junior  
Standing)

\_\_\_\_\_ JOUR 49801, Journalism Writing Requirement (Pre-  
req: 90 hrs) [JOUR 498VH if honors]

## Choose 1 Digital Journalism class (see notes for list):

\_\_\_\_\_ JOUR \_\_\_\_\_

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

\_\_\_\_\_ ADPR 37203, Advertising Principles

\_\_\_\_\_ ADPR 37403, Public Relations Principles

\_\_\_\_\_ ADPR 41403, Public Relations Writing

\_\_\_\_\_ ADPR 44203, Creative Strategy and Execution

\_\_\_\_\_ JOUR OR ADPR any \_\_\_\_\_

\_\_\_\_\_ JOUR OR ADPR any \_\_\_\_\_

## Choose 1:

\_\_\_\_\_ ADPR 44503, Media Planning & Strategy

\_\_\_\_\_ ADPR 44703, Account Planning

## Marketing (9 hrs)

\_\_\_\_\_ MKTG 34303, Intro to Marketing

\_\_\_\_\_ MKTG 35503, Consumer Behavior

\_\_\_\_\_ MKTG 36303, 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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**Advising Notes**

<b>Advising Notes</b>
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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 <sup>st</sup> year credit hours (aim for 30):
Year 2				Total 2 <sup>nd</sup> year credit hours (aim for 60):
Year 3				Total 3 <sup>rd</sup> year credit hours (aim for 90):
Year 4				Total 4 <sup>th</sup> year credit hours (Must be at least 120):

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### Graduation Checklist (does your plan include the following):

- 2.0 minimum overall UofA GPA (Courses taken at other colleges or universities are not factored into this GPA)
- All state minimum core requirements
- All Major(s)/Minor(s) requirements
- [Writing requirement](#) complete
- At least 50% of each major/minor taken from UofA
- 24 hours of 30000+ classes exclusively from Fulbright College of Arts and Sciences classes
- 30 hours of 30000+ classes exclusively from the University of Arkansas. This can include courses taken for the 24-hour rule.
- 40 hours of upper-level classes. (30000+ or 20000+ 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)

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.

# MAJOR MAP FOR BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS (ADPRBA) 2020-21 THROUGH 2024-25 CATALOG YEARS

## 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
<a href="#">UNIVERSITY PERSPECTIVES</a>  0-1 hr	<ul style="list-style-type: none"> <li>UNIV 10051, University Perspectives (or UNIV 100H1)</li> </ul>	Or equivalent from another University of Arkansas college. (AFLS 102H3, ARSC 12001, GNEG 11101, GNEG 111H1, HIST 1003(H), HIST 10001, HIST 100H1, PLSC 10003, PLSC 100H3, BUSI/WCOB 11101, WCOB/BUSI 111H1)  <b>Note:</b> students who transfer to the University of Arkansas with at least 24 credit hours will have this requirement waived.
<a href="#">STATE CORE COMPOSITION</a>  0-6 hrs	<ul style="list-style-type: none"> <li>ENGL 10103, Composition 1 or SAT/ACT exemption (or ENGL 101H3)</li> <li>ENGL 10203, Composition 2 or SAT/ACT exemption (or ENGL 102H3)</li> </ul>	See <a href="#">Catalog</a> for information about placement and/or exemption.
<a href="#">STATE CORE US HISTORY or GOVERNMENT</a>  3 hrs	<ul style="list-style-type: none"> <li>PLSC 20003, American National Government (required in major)</li> </ul>	*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.
<a href="#">STATE CORE MATHEMATICS</a>  0-3 hrs	Choose 1: <ul style="list-style-type: none"> <li>MATH 11003, College Algebra</li> <li>MATH 11103, Quantitative Reasoning</li> <li>Or Math Placement in to next level MATH for major</li> </ul>	<b>C or higher will be required as a pre-requisite to statistics required in major.</b>  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 <a href="#">catalog</a> or <a href="#">math placement</a> website for additional information.
<a href="#">STATISTICS FOR MAJOR</a>  3 hrs	<ul style="list-style-type: none"> <li>MATH 21003, Principles of Statistics*</li> </ul>	*While the catalog allows other MATH classes to count here, students need to take either MATH 21003 or BUSI 10303 as a pre-requisite to MKTG 34303. If students take BUSI 10303 it can also count here in lieu of MATH 21003 as a standing substitution.
<a href="#">STATE CORE NATURAL SCIENCES CORE</a>  8 hrs	Choose 2: (each class will have a required lecture and lab component): <ul style="list-style-type: none"> <li>ANTH 10143/ANTH 10141, Intro to Biological Anthropology (or ANTH 101H3/101H1)</li> <li>ASTR 20003/20001, Survey of the Universe (or ASTR 200H3/200H1)</li> <li>BIOL 10004, Biological Principles</li> <li>BIOL 10103/10101, Principles of Biology (or BIOL 154H3/154H1)</li> <li>BIOL 10104, Biology for Majors</li> <li>BIOL 10303/10301, Plant Biology</li> <li>BIOL 10503/10501, Principles of Zoology</li> <li>BIOL 24003/24001, Human Anatomy</li> <li>BIOL 24103/24101, Human Physiology</li> <li>CHEM 10003/10001, Chemistry in the Modern World</li> <li>CHEM 12103/12101, Fundamentals of Chemistry</li> <li>CHEM 12073/12071, Chemistry for Majors I</li> <li>CHEM 12283/12281, Chemistry for Majors II</li> <li>CHEM 14103/14101; University Chemistry I</li> </ul>	Some classes will have pre-requisites

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	<ul style="list-style-type: none"> <li>• CHEM 14203/14201, University Chemistry II (or CHEM 142H3/142H1)</li> <li>• ENSC 10003/10001, Environmental Science (or ENSC 100H3/100H1)</li> <li>• ENTO 10203/10201, Insects, Science, and Society</li> <li>• GEOL 11103/11101, Physical Geology (or GEOL 111H3/111H1)</li> <li>• GEOL 11203/11201, Earth Science</li> <li>• GEOS 11504, Introduction to Geology for Science Majors</li> <li>• PHYS 10243/10241, Physics and Human Affairs (or PHYS 102H3/102H1)</li> <li>• PHYS 10304, Physics for Elementary Education Majors</li> <li>• PHYS 10404, Physics for Architects I</li> <li>• PHYS 10504, Physics for Architects II</li> <li>• PHYS 20103/20101, College Physics I</li> <li>• PHYS 20203/20201, College Physics II</li> <li>• PHYS 20304, University Physics I (or PHYS 203H4)</li> <li>• PHYS 20404, University Physics II (or PHYS 204H4)</li> </ul>	
<p><a href="#"><u>STATE CORE</u></a> <a href="#"><u>SOCIAL SCIENCES</u></a></p> <p style="text-align: center;"><b>9 hrs</b></p>	<ul style="list-style-type: none"> <li>• ECON 21403, Basic Economics: Theory and Practice (or ECON 21003 and ECON 22003)</li> </ul> <p><b>Choose 1 or 2 (2 if taking ECON 21403 and 1 if taking ECON 21003 and 22003): *</b></p> <ul style="list-style-type: none"> <li>• AGECE 11003, Principles of Agriculture Microeconomics (or AGECE 110H3)</li> <li>• AGECE 21003, Principles of Agriculture Macroeconomics (or AGECE 210H3)</li> <li>• ANTH 10203, Intro to Cultural Anthropology (or ANTH 102H3)</li> <li>• COMM 10203, Communication in a Diverse World (or ANTH 102H3)</li> <li>• ECON 21003, Principles of Macroeconomics (or ECON 210H3)</li> <li>• ECON 22003, Principles of Microeconomics (or ECON 220H3)</li> <li>• ECON 21403, Basic Economics: Theory and Practice (or ECON 214H3)</li> <li>• EDST 20003, Introduction to Educational Studies</li> <li>• GEOG 11103, Human Geography (or GEOG 111H3)</li> <li>• GEOG 21003, World Regional Geography (or GEOG 210H3)</li> <li>• HDFS 14003, Life Span Development (HDFS 140H3)</li> <li>• HDFS 24103, Family Relations (or HDFS 241H3)</li> <li>• HDFS 26003, Rural Families &amp; Communities (HDFS 260H3)</li> <li>• HIST 11193, Institutions and Ideas of World Civilizations I (or HIST 111H3)</li> <li>• HIST 11293, Institutions and Ideas of World Civilizations II (or HIST 112H3)</li> <li>• HIST 20003, History of the American People to 1877</li> <li>• HIST 20103, History of the American People 1877 to Present</li> </ul>	<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 28103, PLSC 20103, or PLSC 21003, it can also count as the student's second PLSC class required in the major.</p>

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	<ul style="list-style-type: none"> <li>• HIST 20903, Animals in World History</li> <li>• HUMN 111H4, Honors Roots of Culture to 500 C.E. (Honors only)</li> <li>• HUMN 211H4, Honors Birth of Modern Culture, 1600-1900 (honors only)</li> <li>• INST/PLSC 28103, Intro to International Relations &amp; Global Studies (or INST/PLSC 281H3)*</li> <li>• JOUR 10203, Media and Society</li> <li>• PLSC 20003, American National Government (or PLSC 200H3)</li> <li>• PLSC 20103 Intro to Comparative Politics*</li> <li>• PLSC 21003, State and Local Government*</li> <li>• PSYC 20003, General Psychology (or PSYC 200H3)</li> <li>• RESM 28503, Leisure and Society (or RESM 285H3)</li> <li>• SOCI 10103, General Sociology (or SOCI 201H3)</li> <li>• SOCI 20103, Social Problems</li> <li>• STEM 20003, The Art of STEM Communication</li> </ul>	
<p><b><u>ADDITIONAL POLITICAL SCIENCE FOR MAJOR</u></b></p> <p><b>0-3 hrs*</b></p>	<p><b>Take any additional PLSC course in addition to PLSC 20003.</b></p> <p>(Students are recommended to take PLSC 28103 Intro to International Relations and Global Studies, PLSC 32303 The American Congress, or PLSC 42303 The American Chief Executive)</p>	<p>*Students who took PLSC/INST 28103, PLSC 20103, or PLSC 22003 for a Social Science core can also count that class here.</p>
<p><b><u>STATE CORE FINE ARTS</u></b></p> <p><b>3 hrs</b></p>	<p><b>Choose 1: *</b></p> <ul style="list-style-type: none"> <li>• ARCH 10003, Architecture Lecture (or ARCH 100H3)</li> <li>• ARHS 10003, Art Lecture (or ARHS 100H3)</li> <li>• COMM 10003, Film Lecture (or COMM 100H3)</li> <li>• DANC 10003, Movement and Dance</li> <li>• ENGL 20103, Creative Writing 1</li> <li>• HUMN 211H4, Honors Birth of Modern Culture 1600-1900 (honors only)</li> <li>• LARC 10003, The American Landscape (or LARC 100H3)</li> <li>• MLIT 10003, Experiencing Music (or MLIT 100H3)</li> <li>• MLIT 10103, Music and Society (music majors only. Or MLIT 101H3)</li> <li>• MLIT 13303, Popular Music</li> <li>• THTR 10003, Theatre Appreciation (or THTR 100H3)</li> <li>• THTR 10103, Musical Theatre Appreciation (or THTR 101H3)</li> <li>• THTR 16803, Acting I</li> <li>• THTR 18803, Acting 1 for Theatre majors</li> </ul>	<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><b><u>STATE CORE HUMANITIES</u></b></p> <p><b>0-3 hrs**</b></p>	<p><b>Choose 1: *</b></p> <ul style="list-style-type: none"> <li>• AAST 20203, The African American Experience</li> <li>• ANTH 10303, Introduction to Archeology</li> <li>• ARCH 10103, Diversity and Design (or ARCH 101H3)</li> <li>• CLST 10003, Introduction to Classical Studies: Greece (or CLST 100H3)</li> <li>• CLST 10103, Introduction to Classical Studies: Rome (or CLST 101H3)</li> <li>• COMM 12303, Media, Community and Citizenship (or COMM 123H3)</li> </ul>	<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>

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	<ul style="list-style-type: none"> <li>• DANC 10003, Dance Appreciation</li> <li>• DASC 21303, Data Privacy &amp; Ethics</li> <li>• ENGL 11103, World Literature: Beginnings to 1650 CE (or ENGL 111H3)**</li> <li>• ENGL 11203, World Literature: 1650 CE to Present (or ENGL 112H3)**</li> <li>• ENGL 12103, Introduction to Literature (or ENGL 121H3)</li> <li>• ENGL 20103, Creative Writing I</li> <li>• GNST 20003, Introduction to Gender Studies (or GNST 200H3)</li> <li>• HIST 11193, Institutions and Ideas of World Civilizations I (or HIST 111H3)</li> <li>• HIST 11293, Institutions and Ideas of World Civilizations II (or HIST 112H3)</li> <li>• HIST 20003, History of the American People to 1877</li> <li>• HIST 20103, History of the American People 1877 to Present</li> <li>• HUMN 112H4, Honors Equilibrium of Cultures 500-1600 (Honors only)</li> <li>• HUMN 22103, Introduction to World Religions</li> <li>• LALS 20103, Introduction to Latin American and Latino Studies</li> <li>• MRST 20103, Introduction to Medieval and Renaissance Studies</li> <li>• MUSY 20003, Music in World Cultures (or MUSY 200H3)</li> <li>• PHIL 20003, Introduction to Philosophy (or PHIL 200H3)**</li> <li>• PHIL 21003, Introduction to Ethics**</li> <li>• PHIL 22003, Logic</li> <li>• PHIL 23003, Human Nature and the Meaning of Life</li> <li>• PHIL 31003, Ethics and the Professions</li> <li>• THTR 10003, Theatre Appreciation (or THTR 100H3)</li> <li>• THTR 10103, Musical Theatre Appreciation (or THTR 101H3)</li> <li>• Any Intermediate level foreign language numbered at the 20000 level</li> </ul>	<p>**Students who take ENGL 11103, ENGL 11203, PHIL 20003, or PHIL 21003 can count the class for state core humanities and WLIT/PHIL requirement in the major.</p>
<p><b><u>MAJOR WLIT AND PHIL REQUIREMENT</u></b></p> <p><b>6 hrs**</b></p>	<p><b>Take 1:</b></p> <ul style="list-style-type: none"> <li>• ENGL 11103, World Literature: Beginnings to 1650 CE</li> <li>• ENGL 11203, World Literature: 1650 CE to Present</li> <li>• Any advanced Literature course *</li> <li>• Any language literature course*</li> </ul> <p><b>Take 1:</b></p> <ul style="list-style-type: none"> <li>• PHIL 20003, Introduction to Philosophy</li> <li>• PHIL 21003, Introduction to Ethics</li> <li>• Any PHIL course at the 30000+ level (PHIL 31003, Ethics in the professions, is recommended)</li> </ul>	<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 41103, ARAB 42103, FREN 31003, FREN 31133, FREN 42403, GERM 30103, GERM 42103, ITAL 31103, LATN 30003, LATN 30103, SPAN 31003, SPAN 31103</p> <p>**Students who take ENGL 11103, ENGL 11203, PHIL 20003, or PHIL 21003 can also count it for state core humanities above.</p>

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<p><b><u>MAJOR LANGUAGE REQUIREMENT</u></b></p> <p><b>3-9 hrs</b></p>	<p><b>Get to the Intermediate I (20103) level or higher of a foreign language:</b></p> <p>This may be completed by taking only the 20103 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"> <li>• Elementary I (10103)</li> <li>• Elementary II (10203)</li> <li>• Intermediate I (20103)</li> </ul>	<p><b>Language Options:</b> See the <a href="#">catalog</a> for complete list</p> <p><b>Language Placement:</b> See the WLLC website for a list of available <a href="#">placement exams</a> for certain languages as well as information about <a href="#">credit by exam</a> for Spanish.</p>
<p><b><u>COMMUNICATION</u></b></p> <p><b>3 hrs</b></p>	<ul style="list-style-type: none"> <li>• <b>SPCH 10003</b>, Public Speaking</li> </ul>	<p>Non-communication majors should plan to take this in a spring semester.</p>
<p><b><u>HISTORY</u></b></p> <p><b>3 hrs</b></p>	<p><b>Take any HIST 30000+ course</b></p>	<p>HIST classes taken for the Cultural Diversity Requirement can also count here.</p>
<p><b><u>CULTURAL DIVERSITY</u></b></p> <p><b>0-3 hrs*</b></p>	<p><b>Take 1:**</b></p> <ul style="list-style-type: none"> <li>• ADPR 44803, Multiculturalism in Advertising and Public Relation</li> <li>• ANTH 32103 Indians of North America</li> <li>• ANTH 45303 Middle East Cultures</li> <li>• ANTH 49103 Middle East Popular Culture</li> <li>• COMM 43403 Intercultural Communication</li> <li>• ENGL/AAST 38503 African-American Literature and the Media</li> <li>• HIST 30403 History of the Modern Middle East</li> <li>• HIST/LALS 32003 Colonial Latin America</li> <li>• HIST/LALS 32103 Modern Latin America</li> <li>• HIST 32303/AAST 32303 African American History to 1877</li> <li>• HIST/AAST 32403 African American History Since 1877</li> <li>• HIST/AAST 32503 History of Sub-Saharan Africa</li> <li>• HIST 32603 History of the American Indian</li> <li>• HIST/COMM/LALS 32803 U.S. Latinos and Latinas through Film</li> <li>• HIST 33003 U.S. Immigration History</li> <li>• HIST 33103 Latinos and Latinas in the U.S.</li> <li>• HIST 33303 LGBTQ+ Histories</li> <li>• HIST 35203 Modern China</li> <li>• HIST 3823/ANTH 3903 Islam and Early South Asia</li> <li>• HIST 392H3 Mao Zedong and the Chinese Cultural Revolution</li> <li>• HIST 3980V Special Topics (Topic: Black America Post 1968)</li> <li>• HIST/AAST 41203 Africa and the Trans-Atlantic Slave Trade</li> <li>• HIST 43303 Modern Islam</li> <li>• HIST 43603 The Middle East since 1914</li> <li>• HIST/AAST 43803 The American Civil Rights Movement</li> <li>• HIST 43903 Early Modern Islamic Empires, 1300-1750</li> <li>• HIST 44003 Islam in Asia</li> <li>• HIST 44103 New Women in the Middle East</li> <li>• HIST 44303 Social and Cultural History of the Modern Middle East</li> <li>• HIST 47803 History of Modern Mexico</li> <li>• HIST/AAST/LALS 48103 Africans and Slavery in Colonial Latin America</li> </ul>	<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>** While this is not the list included in each catalog year, all classes in this list have been approve retroactively for all catalog years represented in this map.</p>



# MAJOR MAP FOR BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS (ADPRBA) 2020-21 THROUGH 2024-25 CATALOG YEARS

	<ul style="list-style-type: none"> <li>• HIST/AAST 48203 Black Freedom in the Age of Emancipation</li> <li>• HIST 48603 From Hiroshima to Fukushima</li> <li>• JOUR/AAST 32603 African Americans in Film</li> <li>• JOUR 32703 African Americans in Documentary Film</li> <li>• JOUR/AAST 49203 History of the Black Press</li> <li>• SCWK 31903 Human Diversity in Social Work</li> <li>• SOCI 31903 Race, Class, Gender, and Sexuality</li> <li>•</li> </ul>	
<p><b><u>JOURNALISM AND STRATEGIC MEDIA CORE</u></b></p> <p>16-19 hrs</p>	<ul style="list-style-type: none"> <li>• <b>JOUR 11000</b>, Grammar Spelling Punctuation Requirement, <b>or JOUR 10003</b>, Journalistic Writing Skills*</li> <li>• <b>JOUR 10203</b>, Media and Society</li> <li>• <b>JOUR 10303</b>, Media Writing (Co- or pre-req: JOUR 11000 or 10003)</li> <li>• <b>JOUR 36603</b>, Media Law (Pre-req: Junior Standing)</li> <li>• <b>JOUR 43303</b>, Ethics in Journalism (Pre-req: Junior Standing)</li> <li>• <b>JOUR 49801</b>, Journalism Writing Requirement (Pre-req: 90 hrs) [or JOUR 498HV if honors]</li> </ul> <p><b>Choose 1 Digital Journalism class:</b> Class may not count anywhere else in the major.</p> <p>(While this is not the list included in each catalog year, all classes in this list have been approved retroactively for all catalog years represented in this map.):</p> <ul style="list-style-type: none"> <li>○ JOUR 20003 Storytelling for Today's Media</li> <li>○ JOUR 20333 Video Production</li> <li>○ JOUR 20503 Multimedia Journalism</li> <li>○ JOUR 20603 Media Graphics and Technology</li> <li>○ JOUR 23303 Photojournalism I</li> <li>○ JOUR 30403 Performer in Mass Media</li> <li>○ JOUR 40303 Advanced Radio News Reporting and Podcasting</li> <li>○ JOUR 40603 Computer-Assisted Publishing</li> <li>○ JOUR 40703 Social Media Journalism</li> </ul> <p>JOUR 40803 Data Journalism</p>	<p><b>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.</b></p> <p>JOUR 10303 is open only to students in a declared program that requires it.</p> <p><u>*Grammar, Spelling, Punctuation Requirement (GSP):</u> 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"> <li>1. Pass JOUR 10003 Journalistic Writing Skills with a grade of C or better; or</li> <li>2. Pass JOUR 11000 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.</li> </ol> <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 10303 with a C or better cannot enroll in any courses for which JOUR 10303 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>
<p><b><u>ADVERTISING AND PUBLIC RELATIONS</u></b></p> <p>21 hrs</p>	<ul style="list-style-type: none"> <li>• <b>ADPR 37203</b>, Advertising Principles (Pre-req: JOUR 10303 with a C or higher and completion of GSP. Cumulative 2.5 GPA and 30 credit hours completed)</li> <li>• <b>ADPR 37403</b>, Public Relations Principles (Pre-req: JOUR 10303 with a C or higher and completion of GSP. 2.5 GPA and at 30 credit hours completed)</li> <li>• <b>ADPR 41403</b>, Public Relations Writing (Pre-req: ADPR 37203 and 37403 with a B or better)</li> <li>• <b>ADPR 44203</b>, Creative Strategy and Execution (Pre-req: ADPR 37203 and 37403 with a B or better)</li> <li>• <b>JOUR OR ADP0R *</b> (JOUR 392H3 if honors)</li> <li>• <b>JOUR OR ADP0R *</b> (JOUR 494H3 if honors)</li> </ul> <p><b>Choose 1:</b></p> <ul style="list-style-type: none"> <li>• ADPR 44503, Media Planning &amp; Strategy (Pre-req: ADPR 3723 and 3743 with a B or better)</li> </ul>	<p><b>Students must have a cumulative GPA of 2.5 or higher to enroll in ADPR 37203 and ADPR 37403.</b></p> <p>ADPR 37203 and 37403 may sometimes also list instructor consent to enroll. Priority is generally given to students closest to graduation in these situations.</p> <p><b>Students are required to earn a grade of "B" or higher in both ADPR 37203 and ADPR 37403 and maintain a cumulative GPA of 2.5 or higher to qualify to take all other 30000-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.</b></p> <p>*Students in 2022 and older catalogs may count JOUR 10003 as a JOUR elective if taken.</p> <p>*It is recommended that 1 JOUR or ADPR elective be an internship. If taken, JOUR 10003 can count for one of these electives. Honors requirements can also count in the JOUR or ADPR electives.</p>

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	<p><b>OR</b></p> <ul style="list-style-type: none"> <li>ADPR 44703, Account Planning (Pre-req: ADPR 37203 and 37403 with a B or better)</li> </ul>	<p>*JOUR or ADPR 999T transfer courses of any level can count in the JOUR or ADPR elective.</p> <p>*If students take a JOUR course for their Cultural Diversity requirement, it can also count here.</p>
<p><a href="#">MARKETING</a></p> <p>9 hrs</p>	<ul style="list-style-type: none"> <li><b>MKTG 34303</b>, Introduction to Marketing (Pre-req: ECON 21403 and either MATH 21003 or BUSI 10303)</li> <li><b>MKTG 35503</b>, Consumer Behavior (Pre-req: MKTG 34303)</li> <li><b>MKTG 36303</b>, Marketing Research (Pre-req: MKTG 34303)</li> </ul>	
<p><a href="#">GENERAL ELECTIVES</a></p> <p>8-33 hrs</p>	<p>Hours will vary depending on math placement, language placement, and whether a student is exempt from ENGL 10103 and 10203.</p>	<p>Some general electives may need to be upper level to meet college and university residency requirements. See <a href="#">Graduation Checklist</a> on page 2 for more information.</p>
<p><a href="#">WRITING REQUIREMENT</a></p>	<p>The Fulbright College writing requirement may be satisfied through any of the following ways</p> <ul style="list-style-type: none"> <li>In Journalism: successful completion of JOUR 49801 with a grade of "C" or better</li> <li>In Political Science: submit an acceptable research/analytical paper from an upper level PLSC class using the <a href="#">writing requirement declaration form</a>*</li> </ul> <p>Successful honors thesis defense</p>	
<p><a href="#">HONORS</a></p>	<p><b>Minimum Requirements for Honors if completing in JOUR:</b></p> <ul style="list-style-type: none"> <li>Maintain cumulative grade point average of 3.5 in all coursework.</li> <li>Complete a minimum of 12 hours of honors courses from the UofA including the following: <ul style="list-style-type: none"> <li><b>JOUR 498HV</b> (taken starting fall Junior year and 1 hr every semester Junior and Senior year. This is in lieu of JOUR 49801)</li> <li><b>JOUR 392H3</b></li> <li><b>JOUR 494H3</b> (Spring semester of Junior Year)</li> <li>Non-JOUR honors Colloquium</li> </ul> </li> <li>Complete and defend Honors Thesis</li> </ul> <p><b>Minimum Requirements for Honors if completing in PLSC:</b></p> <ul style="list-style-type: none"> <li>Maintain cumulative grade point average of 3.5 in all coursework.</li> <li>Complete a minimum of 12 hours of honors courses from the UofA (including 6 hrs of PLSC 499HV)</li> <li>Complete and defend Honors Thesis</li> </ul> <p>See <a href="#">Catalog</a> for full description of requirements.</p>	<p><b>Honors Thesis Timeline:</b> Honors students should consistently check the <a href="#">honors thesis timeline</a> to stay on track to complete your honors thesis.</p> <p><b>College Honors:</b> Students who also are following the College Honors Plan need to complete additional requirements. Those can be found on the advising website (consult with an academic advisor if you have questions about your catalog year): <a href="#">Academic Planning Resources</a></p>
<p>Fall 2024 Rome Center Standing Substitution</p>	<p><b>For students who attend the Fall 2024 Rome Center, here is how courses are approved to count in the major:</b></p> <ul style="list-style-type: none"> <li>ADPR/JOUR Elective: COMM/INST 48703, International Communication and Globalization</li> <li>Required in major: COMM/PLSC 43703, Political Communication</li> <li>Already approved to count as JOUR Elective: JOUR 43303, Ethics In Journalism</li> <li>Already approved to count as ADPR elective and Diversity requirement: ADPR 44803, Multiculturalism in Advertising and Public Relations</li> </ul>	