

MAJOR MAP FOR BACHELOR OF ARTS IN ADVERTISING AND PUBLIC RELATIONS (ADPRBA) 2020-21
THROUGH 2026-27 CATALOG YEARS

Name: _____ ID Number: _____ Date: _____ Anticipated Graduation Semester: _____

ADPRBA Degree Snapshot

Advising Notes

[University or College Requirements](#)

Overall Academic Progress (120 total Hrs required):

_____ Eligible Units in Progress _____ (In Progress Unused Registrations: _____)

_____ Units Satisfying + _____ Units Remaining = 120 Units Minimum (Does not include In Progress or Ineligible units)

[Additional courses may be required to complete chosen major(s)/minor(s).]

_____ **Cumulative GPA-** UofA courses only, 2.0 minimum

_____ **Upper-Level Enrollment Requirement-** 30-hrs 30000+ at UofA. (Units remaining after in-progress)

_____ **Major Residency Rule-** 19 hrs JOUR or ADPR courses in residence. (Units remaining after in-progress)

_____ **Fulbright College 40-hour rule-** 40-hrs 30000+ or 20000+ w/ prereq (Units remaining after in-progress)

[State Minimum Core Requirements](#)

[University Core in English Composition I](#) (0-3 hrs)

_____ ENGL 10103/101H3 Composition I or exemption _____

[University Core in English Composition II](#) (0-3 hrs)

_____ ENGL 10203/102H3 Composition II or exemption _____

[University Core in Mathematics](#) (3 possible overlap with **Advanced level MATH or STAT**)

_____ MATH 11003 College Algebra or MATH 11103 Quantitative Reasoning (or higher MATH) _____

[University Core in Science](#) (8 hrs)

_____ Science w/ lab _____

_____ Science w/ lab _____

[University Core in US History or Government](#) (3 hrs possible overlap with **American National Government**)

_____ US HIST/PLSC _____

[University Core in Fine Arts](#) (3 hrs)

_____ Fine Art _____

[University Core in Humanities](#) (3 hrs possible overlap with **World Language Intermediate I Level or Higher** and **World Literature Course** and **Philosophy Requirement for JOUR/ADPR**)

_____ Humanities _____

[University Core in Social Sciences](#) (9 hrs possible overlap with **American National Government** and **Additional Political Science and Economics Requirement for JOUR/ADPR**)

_____ Social Science _____

_____ Social Science _____

_____ Social Science _____

Degree Requirements continued on Page 2 with Major Requirements

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Major Requirements

Advanced level MATH or STAT (3 hrs. Possible overlap w/

University core in Mathematics)

_____ MATH 21003 Principles of Statistics

World Language Intermediate I Level or Higher (3-9 hrs. Possible

overlap w/ **University core in Humanities)**

_____ Language _____ 10103 (or fluency)

_____ Language _____ 10203 (or fluency)

_____ Language _____ 20103+ (**required**)

World Literature Course (3 hrs see below for list. Possible

overlap w/ **University core in Humanities)**

Philosophy Requirement for JOUR/ADPR (3 hrs see below for

list. Possible overlap w/ **University core in Humanities)**

American National Government (3 hrs Possible overlap w/

University core in Social Sciences or **US History or Govt.**)

_____ PLSC 20003 American National Government

Additional Political Science (3 hrs Possible overlap w/ **University**

core in Social Sciences)

Choose 1:

_____ PLSC any _____

Economics Requirement for JOUR/ADPR (3-6 hrs Possible

overlap w/ **University core in Social Sciences)**

Choose 1:

_____ ECON 21403 Basic Economics

Or both

_____ ECON 21003 Principles of Macroeconomics AND

_____ ECON 22003 Principles of Microeconomics

Public Speaking (3 hrs)

_____ SPCH 10003 Public Speaking

History 3000+ Requirement for JOUR (3 hrs Possible overlap w/

Cultural Diversity Requirement)

_____ HIST 30000+ _____

Cultural Perspectives Requirement (3 hrs See below for list.

Possible overlap w/ **History 3000+ Requirement** or **JOUR or**

ADPR Electives for Multimedia)

Grammar Spelling Punctuation (GSP) Requirement (0-3 hrs)

Choose 1:

_____ JOUR 11000 Grammar Spelling Punctuation

_____ JOUR 10003 Journalistic Writing Skills

Media and Society (3 hrs)

_____ JOUR 10203 Media and Society

Media Writing (3 hrs)

_____ JOUR 10303 Media Writing

Media Law (3 hrs)

_____ JOUR 36603 Media Law

Ethics in Journalism (3 hrs)

_____ JOUR 43303 Ethics in Journalism

Journalism Writing Requirement (1 hr)

_____ JOUR 49801 Journalism Writing Requirement

Digital Journalism Requirement (3 hrs See below for list)

ADPR Requirements

Advertising Principles (3 hrs)

_____ ADPR 37203 Advertising Principles (with a B or higher)

Public Relations Principles (3 hrs)

_____ ADPR 37403 Public Relations Principles (with a B or higher)

Public Relations Writing (3 hrs)

_____ ADPR 41403 Public Relations Writing

Creative Strategy and Execution (3 hrs)

_____ ADPR 44203 Creative Strategy and Execution

Media Planning & Strategy OR Account Planning (3 hrs)

Choose 1:

_____ ADPR 44503 Media Planning & Strategy

_____ ADPR 44703 Account Planning

ADPR or JOUR Electives for ADPR Concentration (6 hrs See below for details)

Introduction to Marketing (3 hrs)

_____ MKTG 34303 Intro to Marketing

Consumer Behavior (3 hrs)

_____ MKTG 35503 Consumer Behavior

Marketing Research (3 hrs)

_____ MKTG 36303 Marketing Research

General Electives (17-42 hrs. Hours vary based on how much overlap students choose between major and core requirements. If required UNIV 10051 University Perspectives counts he

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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 [Academic Progress Tab](#) in Workday Student). 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 into 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):

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. All requirements for graduation are documented on the [Catalog of Studies](#).

University or College Requirements		
Academic Requirement Name	Catalog Requirement	Additional Notes
Overall Academic Progress	Overall Academic Progress: 120 graduation eligible hours required	Overall Academic Progress: Students must earn a minimum of 120 credit hours. The total number of hours required to complete specific major and minor combinations may vary beyond 120 hours. - Graduation Eligible Hours: The following classes are not eligible for degree credit- ENGL 00001 ENGL 00101 MATH 00101 MATH 00202 MATH 01101 any duplicate credit where a course is not listed as repeatable in the catalog. These classes may show up in Workday Student as in-progress hours, but they will not post as units satisfying Overall Academic Progress when grades post.
Cumulative GPA	GPA: must be 2.0 or higher	GPA: Students must maintain a 2.0 Grade Point Average (GPA) to remain in good standing and be eligible for graduation.
Upper-Level Enrollment Requirement	Upper-Level Enrollment Requirement: minimum 30 hours 30000+ taken in residence	Upper-Level Enrollment Requirement (30-hr rule): Students are required to take at least 30 credit hours of upper-level (30000+) courses in residence. This includes UA faculty-led study abroad classes online/on-campus classes and courses offered through the Global Campus; and all other courses paid toward Fayetteville campus tuition and fees.
JOUR/ADPR Residency Rule	JOUR/ADPR Residency Rule: minimum 19 hours JOUR or ADPR courses taken in residence	Residency Rule: Students must take at least 50% of their program (i.e. major or minor) requirements in residence. For programs that require classes from other departments this rule is defined only by required classes from the program's home department.
Fulbright College 40-Hour Rule	Fulbright College 40-hour rule: minimum 40 hours upper-level. Includes all 30000+ courses and 20000+ if the course has prerequisite.	Fulbright College 40-hour rule: Students must take at least 40 credit hours of upper-level courses. This includes courses numbered 30000 level or above or 20000 level courses if the course has a prerequisite. It is not limited to courses taken in residence.
State Minimum Core Requirements		
University Core in English Composition I 0-3 hrs	ENGL 10103/101H3 Composition I or SAT/ACT exemption	See Catalog for information about placement and/or exemption.
University Core in English Composition II 0-3 hrs	ENGL 10203/102H3 Composition II or SAT/ACT exemption	See Catalog for information about placement and/or exemption.

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<u>University Core in Mathematics</u> 3 hrs	Choose 1: • MATH 11003 College Algebra • MATH 11103 Quantitative Reasoning	Based on ACT/SAT or other math placement scores students may need to enroll in additional remediation related courses. See catalog or math placement website for additional information.
<u>University Core in Science</u> 8 hrs	Choose 2: (each class will have a required lecture and lab component): • ANTH 10143/ANTH 10141 Intro to Biological Anthropology (or ANTH 101H3/101H1) • ASTR 20003/20001 Survey of the Universe (or ASTR 200H3/200H1) • BIOL 10004 Biological Principles • BIOL 10103/10101 Principles of Biology (or BIOL 154H3/154H1) • BIOL 10104 Biology for Majors • BIOL 10303/10301 Plant Biology • BIOL 10503/10501 Principles of Zoology • BIOL 24003/24001 Human Anatomy • BIOL 24103/24101 Human Physiology • CHEM 10003/10001 Chemistry in the Modern World • CHEM 12103/12101 Fundamentals of Chemistry • CHEM 12073/12071 Chemistry for Majors I • CHEM 12283/12281 Chemistry for Majors II • CHEM 14103/14101 University Chemistry I • CHEM 14203/14201 University Chemistry II (or CHEM 142H3/142H1) • ENSC 10003/10001 Environmental Science (or ENSC 100H3/100H1) • ENTO 10203/10201 Insects Science and Society • GEOL 11103/11101 Physical Geology (or GEOL 111H3/111H1) • GEOL 11203/11201 Earth Science • GEOS 11504 Introduction to Geology for Science Majors • PHYS 10243/10241 Physics and Human Affairs (or PHYS 102H3/102H1) • PHYS 10304 Physics for Elementary Education Majors • PHYS 10404 Physics for Architects I • PHYS 10504 Physics for Architects II • PHYS 20103/20101 College Physics I • PHYS 20203/20201 College Physics II	Some classes will have pre-requisites

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	• PHYS 20304 University Physics I (or PHYS 203H4) • PHYS 20404 University Physics II (or PHYS 204H4)	
<u>University Core in US History or Government</u> 3 hrs	Choose 1: * • HIST 20003 History of the American People to 1877 • HIST 20103 History of the American People 1877 to Present • PLSC 20003 American National Government (or PLSC 200H3)	*Some courses may appear as options in multiple areas of the State Minimum Core. You can only count each course one time in State Minimum Core categories.
<u>University Core in Fine Arts</u> 3 hrs	Choose 1: * • ARCH 10003 Architecture Lecture (or ARCH 100H3) • ARHS 10003 Art Lecture (or ARHS 100H3) • COMM 10003 Film Lecture (or COMM 100H3) • DANC 10003 Dance Appreciation • ENGL 20103 Creative Writing 1 • HUMN 211H4 Honors Birth of Modern Culture 1600-1900 (honors only) • LARC 10003 The American Landscape (or LARC 100H3) • MUSC 10003 Experiencing Music (or MUSC 100H3) • MLIT 10103 Music and Society (music majors only. Or MLIT 101H3) • MLIT 13303 Popular Music • THTR 10003 Theatre Appreciation (or THTR 100H3) • THTR 10103 Musical Theatre Appreciation (or THTR 101H3) • THTR 16803 Acting I • THTR 18803 Acting 1 for Theatre majors	*Some courses may appear as options in multiple areas of the State Minimum Core. You can only count each course one time in State Minimum Core categories.
<u>University Core in Humanities</u> 3 hrs	Choose 1: * • AAST 20203 The African American Experience • ANTH 10303 Introduction to Archeology • ARCH 10103 Diversity and Design (or ARCH 101H3) • CLST 10003 Introduction to Classical Studies: Greece (or CLST 100H3) • CLST 10103 Introduction to Classical Studies: Rome (or CLST 101H3) • COMM 12303 Media Community and Citizenship (or COMM 123H3)	*Some courses may appear as options in multiple areas of the State Minimum Core. You can only count each course one time in State Minimum Core categories.

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	• DANC 10003 Dance Appreciation • DASC 21303 Data Privacy & Ethics • ENGL 11103 World Literature: Beginnings to 1650 CE (or ENGL 111H3) • ENGL 11203 World Literature: 1650 CE to Present (or ENGL 112H3) • ENGL 12103 Introduction to Literature (or ENGL 121H3) • ENGL 20103 Creative Writing I • GNST 20003 Introduction to Gender Studies (or GNST 200H3) • HUMN 112H4 Honors Equilibrium of Cultures 500-1600 (Honors only) • HUMN 22103 Introduction to World Religions • LALS 20103 Introduction to Latin American and Latino Studies • MRST 20103 Introduction to Medieval and Renaissance Studies • MUSY 20003 Music in World Cultures (or MUSY 200H3) • PHIL 20003 Introduction to Philosophy (or PHIL 200H3) • PHIL 21003 Introduction to Ethics • PHIL 22003 Logic • PHIL 23003 Human Nature and the Meaning of Life • PHIL 31003 Ethics and the Professions • THTR 10003 Theatre Appreciation (or THTR 100H3) • THTR 10103 Musical Theatre Appreciation (or THTR 101H3) • Any Intermediate level world language numbered at the 20000 level	
<u>University Core in Social Sciences</u> 9 hrs	Choose 3: * • AGECE 11003 Principles of Agriculture Microeconomics (or AGECE 110H3) • AGECE 21003 Principles of Agriculture Macroeconomics (or AGECE 210H3) • ANTH 10203 Intro to Cultural Anthropology (or ANTH 102H3) • COMM 10203 Communication in a Diverse World (or ANTH 102H3)	Students must take classes from at least two departments. *Some courses may appear as options in multiple areas of the State Minimum Core. You can only count each course one time in State Minimum Core categories.

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- ECON 21003 Principles of Macroeconomics (or ECON 210H3)
- ECON 22003 Principles of Microeconomics (or ECON 220H3)
- ECON 21403 Basic Economics: Theory and Practice (or ECON 214H3)
- GEOG 11103 Human Geography (or GEOG 111H3)
- GEOG 21003 World Regional Geography (or GEOG 210H3)
- HDFS 14003 Life Span Development (HDFS 140H3)
- HDFS 24103 Family Relations (or HDFS 241H3)
- HDFS 26003 Rural Families & Communities (HDFS 260H3)
- HIST 11193 Institutions and Ideas of World Civilizations I (or HIST 111H3)
- HIST 11293 Institutions and Ideas of World Civilizations II (or HIST 112H3)
- HIST 20003 History of the American People to 1877
- HIST 20103 History of the American People 1877 to Present
- HIST 20903 Animals in World History
- HUMN 111H4 Honors Roots of Culture to 500 C.E. (Honors only)
- HUMN 211H4 Honors Birth of Modern Culture 1600-1900 (honors only)
- INST 20103 Introduction to International and Global Studies
- INST 211H4 Honors Pathways to Global and Social Change
- JOUR 10203 Media and Society
- PLSC 20003 American National Government (or PLSC 200H3)
- PLSC 20103 Intro to Comparative Politics
- PLSC 21003 State and Local Government
- PLSC 28103 Intro to International Relations (or PLSC 281H3)
- PSYC 20003 General Psychology (or PSYC 200H3)
- RESM 28503 Leisure and Society (or RESM 285H3)

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	• SOCI 10103 General Sociology (or SOCI 201H3) • SOCI 20103 Social Problems • STEM 20003 The Art of STEM Communication	
<u>Major Requirements</u>		
<u>Advanced level MATH or STAT</u> 3 hrs	<u>Choose 1:</u> • MATH 21003 Principles of Statistics	While the following additional classes are listed as options for this requirement, students should take Principles of statistics, since it is a prerequisite for one of their MKTG classes. • MATH 22003 Survey of Calculus • MATH 20503 Finite Mathematics • MATH 21803 Mathematical Reasoning in a Quantitative World • Any MATH 20000 level or higher class
<u>World Language Intermediate I Level or Higher</u> 3-9 hrs	Get to the Intermediate I (20103) level or higher of a world language: This may be completed by taking only the 20103 level, if the student has previous fluency, but is most commonly completed by taking three classes (ARAB and JAPN both also offer intensive formats for accelerated study): • Elementary I (10103) • Elementary II (10203) • Intermediate I (20103)	Language Choices: See the catalog for complete list 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. Note about Placement: While Workday Student only checks for the final course in the language sequence students who do the language option are expected to take all levels up to the requirement unless they have prior language experience. These courses are planned to count in your degree as general electives.
<u>World Literature Course</u> 3 hrs	<u>Choose 1:</u> • ENGL 11103 World Literature: Beginnings to 1650 CE • ENGL 11203 World Literature: 1650 CE to Present • Any advanced Literature course * • Any language literature course*	* 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
<u>Philosophy Requirement for JOUR/ADPR</u> 3 hrs	<u>Choose 1:</u> • PHIL 20003 Introduction to Philosophy • PHIL 21003 Introduction to Ethics • Any PHIL course at the 30000+ level (PHIL 31003 Ethics in the professions is recommended)	
<u>American National Government</u> 3 hrs	PLSC 20003 American National Government	
<u>Additional Political Science</u> 3 hrs	Take any additional PLSC course in addition to PLSC 20003.	

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	(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)	
<u>Economics Requirement for JOUR/ADPR</u> 1 hr	<u>Choose 1:</u> - ECON 21403 Basic Economics Or both - ECON 21003 Principles of Macroeconomics AND - ECON 22003 Principles of Microeconomics	
<u>Public Speaking</u> 3 hrs	SPCH 10003 Public Speaking	
<u>History 3000+ Requirement for JOUR</u> 3 hrs	Take any HIST 30000+ course	HIST classes taken for the Cultural Diversity Requirement can also count here.
<u>Cultural Perspectives Requirement</u> 3 hrs	Take 1:* - ADPR 44803 Multiculturalism in Advertising and Public Relation - ANTH 32103 Indians of North America - ANTH 45303 Middle East Cultures - ANTH 49103 Topics of the Middle East - COMM 43403 Intercultural Communication - ENGL/AAST 38503 Topics in African-American Literature and Culture - HIST 30403 History of the Modern Middle East - HIST/LALS 32003 Colonial Latin America - HIST/LALS 32103 Modern Latin America - HIST 32303/AAST 32303 African American History to 1877 - HIST/AAST 32403 African American History Since 1877 - HIST/AAST 32503 History of Sub-Saharan Africa - HIST 32603 History of the American Indian (not taught anymore but counts if taken previously) - HIST/COMM/LALS 32803 U.S. Latinos and Latinas through Film - HIST 33003 U.S. Immigration History - HIST 33103 Latinos and Latinas in the U.S. - HIST 33303 LGBTQ+ Histories - HIST 35203 Modern China - HIST 3823/ANTH 3903 Islam and Early South Asia - HIST 392H3 Mao Zedong and the Chinese Cultural Revolution	*An approved cultural diversity "HIST" course can count for both the cultural diversity requirement and the HIST 30000+ requirement. Or an approved cultural diversity "JOUR" course can count for both the cultural diversity requirement and as a JOUR elective.

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	• HIST 3980V Special Topics (Topic: Black America Post 1968) • HIST/AAST 41203 Africa and the Trans-Atlantic Slave Trade • HIST 41543 Native American History** • HIST 41553 Modern Native America** • HIST 43303 Modern Islam • HIST 43603 The Middle East since 1914 • HIST/AAST 43803 The American Civil Rights Movement • HIST 43903 Early Modern Islamic Empires 1300-1750 • HIST 44003 Islam in Asia • HIST 44103 New Women in the Middle East • HIST 44303 Social and Cultural History of the Modern Middle East • HIST 47803 History of Modern Mexico • HIST/AAST/LALS 48103 Africans and Slavery in Colonial Latin America • HIST/AAST 48203 Black Freedom in the Age of Emancipation • HIST 48603 From Hiroshima to Fukushima • JOUR/AAST 32603 African Americans in Film • JOUR 32703 African Americans in Documentary Film • JOUR/AAST 49203 History of the Black Press • SCWK 31903 Human Diversity in Social Work • SOCI 31903 Race Class Gender and Sexuality	**These courses were added to the 2026-27 catalog. Students wishing to use these for this requirement should update catalog years or request substitution from the department in their current catalog year.
<u>Grammar, Spelling, Punctuation (GSP) Requirement</u> 0-3 hrs	<u>Choose 1:</u> • JOUR 11000 Grammar Spelling Punctuation Requirement • JOUR 10003 Journalistic Writing Skills	<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: 1. Pass JOUR 10003 Journalistic Writing Skills with a grade of C or better; or 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. (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

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		be open when desired so students must schedule well in advance.)
<u>Media and Society</u> 3 hrs	JOUR 10203 Media and Society	
<u>Media Writing</u> 3 hrs	JOUR 10303 Media Writing	
<u>Media Law</u> 3 hrs	JOUR 36603 Media Law	
<u>Ethics in Journalism</u> 3 hrs	JOUR 43303 Ethics in Journalism	
<u>Journalism Writing Requirement</u> 1 hr	JOUR 49801 Journalism Writing Requirement	JOUR 498VH is considered an equivalent course and counts here if taken
<u>Digital Journalism Requirement</u> 3 hrs	Choose 1 Digital Journalism class: Class may not count anywhere else in the major. • JOUR 20003 Storytelling for Today's Media • JOUR 20333 Video Production • JOUR 20503 Multimedia Journalism • JOUR 20603 Media Graphics and Technology • JOUR 23303 Photojournalism I • JOUR 30403 Performer in Mass Media • JOUR 40303 Advanced Radio News Reporting and Podcasting • JOUR 40603 Computer-Assisted Publishing • JOUR 40703 Social Media Journalism • JOUR 40803 Data Journalism	While this is not the list included in each catalog year all classes in this list have been approve retroactively for all catalog years via standing substitution represented in this map.
ADPR Requirements		
<u>Advertising Principles</u> 3 hrs	ADPR 37203 Advertising Principles (Pre-req: Sophomore Standing, at least a 2.5 cumulative GPA, completion of JOUR 10303 with a grade of C or better, and completion of either JOUR 10003 with a grade of C or better or completion of JOUR 11000.)	Students are required to earn a grade of "B" or higher in both <u>ADPR 37203</u> and <u>ADPR 37403</u> 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 <u>ADPR 37203</u> and <u>ADPR 37403</u> only once to earn a grade of "B" or higher.
<u>Public Relations Principles</u> 3 hrs	ADPR 37403 Public Relations Principles (Pre-req: Sophomore Standing, at least a 2.5 cumulative GPA, completion of JOUR 10303 with a grade of C or better, and completion of either JOUR 10003 with a grade of C or better or completion of JOUR 11000.)	Students are required to earn a grade of "B" or higher in both <u>ADPR 37203</u> and <u>ADPR 37403</u> 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 <u>ADPR 37203</u> and <u>ADPR 37403</u> only once to earn a grade of "B" or higher.
<u>Public Relations Writing</u>	ADPR 41403 Public Relations Writing (Pre-req: Minimum of 60 credit hours completed, 2.5	

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3 hrs	cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better.)	
<u>Creative Strategy and Execution</u> 3 hrs	ADPR 44203 Creative Strategy and Execution (Pre-req: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 with a grade of B or better.)	
<u>Media Planning & Strategy OR Account Planning</u> 3 hrs	Choose 1: - ADPR 44503 Media Planning & Strategy - ADPR 44703 Account Planning	See <u>catalog</u> for more details about prerequisites
<u>ADPR or JOUR Electives for ADPR Concentration</u> 6 hrs	Take 6 hrs of JOUR or ADPR courses:* Students who take a JOUR course for the cultural diversity requirement can also count here.	*Students in 2022 and older catalogs may count JOUR 10003 as a JOUR elective if taken. It is strongly recommended that one of a student's electives be an internship and the other be JOUR 48803 Advanced Film & Video Feature Production. If taken JOUR 10003 can count for one of these electives.
<u>Introduction to Marketing</u> 3 hrs	MKTG 34303 Intro to Marketing (Pre-req: WCON 21403 or ECON 22003 with a grade of C or better)	
<u>Consumer Behavior</u> 3 hrs	MKTG 35503 Consumer Behavior (Pre-req: MKTG 34303)	
<u>Marketing Research</u> 3 hrs	MKTG 36303 Marketing Research (Pre-req: MKTG 34303 and MATH 21003* with a grade of C or better)	*there are other statistics options, but MATH 21003 is the most common for ADPRBA majors as it overlaps with the major math requirement. See <u>catalog</u> for more details about prerequisites
<u>General Electives</u> 17-42 hrs	Hours will vary depending on possible overlap in major and whether a student is exempt from ENGL 10103, ENGL 10203, and UNIV 10051.*	Some general electives may need to be upper-level to meet college and university residency requirements. * UNIV 10051 (or an equivalent course) is required for all incoming freshmen. Some students may have taken one of the following courses instead: AFLS 102H3, BUSI/WCOB 11101, BUSI/WCOB 111H1, GNEG 11101, GNEG 111H1, HIST 1003(H), HIST 10001, HIST 100H1, PLSC 10003, PLSC 100H3, STEM 12001. Students who transfer to the University of Arkansas with at least 24 credit hours are not required to take UNIV 10051.
<u>Honors</u>	Minimum Requirements for Honors: - Maintain cumulative grade point average of 3.5. - Complete Honors <u>Capstone Project</u>	Honors Capstone Project Timeline: Honors students should consistently work with their academic advisor and thesis advisor to ensure they stay on track with

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- Complete all required Honors Courses

See [Catalog](#) for full description of requirements.*

their honors requirements, but can consult the [Fulbright Honors](#) SharePoint for important dates.

* Students following honors requirements from a catalog earlier than 2025-26 should consult with their academic advisor to confirm requirements.