

## **Advertising / Public Relations Sequence GPA and Course Requirements Advising Information**

There are several important requirements in the Advertising / Public Relations (Ad/PR) Sequence that were developed based on analysis of recommendations from professionals in the field, maintaining parity with other Ad/PR programs nationwide, and the performance of students in Ad/PR required courses. There are no exceptions to these requirements. These requirements are:

1. Students must complete 60 hours (or have junior status) and earn a 2.5 overall cumulative GPA or higher to qualify to take JOUR 3723 Advertising Principles and JOUR 3743 Public Relations Principles.
2. Students must earn a grade of B or higher in both JOUR 3723 and JOUR 3743 to gain admission to the Ad/PR Sequence. Students must earn a B or better in both courses in order to qualify to take the upper level courses in the sequence. Students must have 90 hours completed and maintain a 2.5 GPA in order to apply for enrollment in the advanced required Ad/PR classes (PR Writing, Creative Strategy, Media Planning and Account Planning).
3. Students may retake only once JOUR 3723 and/or JOUR 3743 to earn a grade of B or higher.

Again, these are firm rules and there are no exceptions.

Other Important Information:

1. The Ad/PR Sequence is a very high demand sequence and it can be difficult to get into classes when you want. **It is very important to register during your registration or enrollment appointment. If you miss your registration appointment, you must expect that you won't get into Journalism classes and your expected graduation date may be delayed.**
2. **All students in the Ad/PR Sequence are strongly advised to meet with their Fulbright College advisor every semester, well before their enrollment or registration appointment.** Many Journalism and Marketing courses must be taken in a specific order, for example. Other Ad/PR classes require an enrollment application—you cannot enroll in the advanced required Ad/PR classes yourself. Therefore, it is especially important for all Ad/PR Sequence students to see their advisor every semester or risk falling behind and failing to graduate on time.

Here are answers to questions we often get from students regarding the Ad/PR Sequence requirements.

1. Should I try to enter the Ad/PR Sequence if my GPA is below 2.5?  
Should I try to raise my GPA?

The answer to both questions is no, based on our experiences over a number of years in working with students who don't meet the requirements.

First, if you do not have a cumulative 2.5 GPA you cannot enter the Ad/PR sequence.

Second, if you do not have a 2.5 GPA by the time you're a junior, you should select another sequence or major. Here's why. Students may try to take other classes several semesters to raise their GPA to 2.5. What we've seen repeatedly over time is that many students cannot raise

their GPAs, so they spend several semesters of time and money in an effort that does not succeed. Then, if a student can get the GPA above 2.5, s/he often does not earn a B in JOUR 3723 and/or JOUR 3743. Then the student has to repeat the class to try to earn the B. This delays graduation even further. Students may fail to earn the B after retaking a class, and then still cannot enter the Ad/PR Sequence.

Third, even if a student is able to raise and maintain a 2.5 GPA and earn a B in JOUR 3723 and JOUR 3743, graduation is delayed even further because these retaken courses only count once toward the hours needed for graduation. **In other words, if you retake one or both classes, each will count only once toward the hours needed for graduation. For example, when you retake JOUR 3723 and/or JOUR 3743 it will count toward the hours you are enrolled for that semester only.** JOUR 3723 and JOUR 3743 will each only count once or only for three hours each toward the 120 minimum needed for graduation (if you take each course more than once).

## 2. What are other majors I might consider?

Contact the Fulbright College Advising Center at 479-575-3307 or [fcac@uark.edu](mailto:fcac@uark.edu) and make an appointment with your academic advisor. You can also contact the Career Development Center at 479-575-2805 to meet with a career counselor to discuss choosing a major. This will help you find the major that's best for you. A career counselor can "Assist you in finding a home within the University where you can finish a program of study in a timely manner and get on with your life. Remember, there are many ways to achieve your career goals. Just because one door shuts doesn't mean that all doors and windows are shut." (From the University of Tennessee's Department of Advertising & Public Relations web site.)

## 3. Why were these requirements created for the Ad/PR Sequence?

We developed these requirements based on our experiences with students who fail or struggle in our advanced Ad/PR Sequence courses. We also developed them to maintain parity for our graduates with other Ad/PR programs, and based them on advice from Ad/PR professionals. Our goal is to allow as many students as possible to attempt to enter the Ad/PR Sequence while maintaining standards for the benefit of our graduates. For example, here are the requirements at other Ad/PR programs.

### **Louisiana State University Manship School of Mass Communication – Advertising / PR**

The Manship School has the highest entrance requirements across the LSU campus. Students with a 3.00 LSU grade point average and a 3.00 cumulative grade point average are given admission priority on a space available basis, but are not guaranteed admission.

### **University of Missouri School of Journalism – Strategic Communication**

Directly admitted students have a composite ACT score of 29 or a combined SAT score of 1330, a high school core GPA of 3.74 or are in the top 10 percent of their high school graduation class.

### **SMU Meadows School of the Arts – Advertising**

Preference is given to students with a combined GPA of 3.0 or better. While strong grades in advertising courses and a strong cumulative GPA will increase your chances of being admitted to the major, they do not guarantee admission. We admit approximately 45 students to the B.A. in Advertising each academic year. Admission is competitive