

Major Requirements for a Bachelor of Arts in Advertising and Public Relations

Mathematics (1 course – 3-4 hours)

- MATH 2033 Mathematical Thought
- MATH 2043 Survey of Calculus
- MATH 2053 Finite Mathematics
- MATH 2183 Mathematical Reasoning
- STAT 2303 Principles of Statistics (recommended) *
- or a higher level math course

World Language up to Intermediate I (2003) level or higher (hours vary)

- _____ (2003)

World Literature (1 course – 3 hours)

Choose one of the following:

- WLIT 1113 World Literature I
- WLIT 1123 World Literature II
- Any literature course numbered 3000 or higher
- Any world language literature course numbered 3000 or higher

Philosophy (1 course – 3 hours)

Choose one of the following:

- PHIL 2003 Intro to Philosophy
 - PHIL 2103 Intro to Ethics
 - Any 3000+ level PHIL course.
- (PHIL 3103, Ethics & the Professions is recommended)*

Political Science (2 courses – 6 hours)

- PLSC 2003 American National Government
 - One additional PLSC course (any level)
- PLSC _____

Communication (1 courses – 3 hours)

- COMM 1313 Public Speaking

Economics (1-2 courses – 3-6 hours) *

- ECON 2143 Basic Economics: Theory & Practice
- OR**
- ECON 2013 Principles of Macroeconomics and
 - ECON 2023 Principles of Microeconomics

Marketing (3 courses – 9 hours)

- MKTG 3433 Intro to Marketing *
- MKTG 3553 Consumer Behavior
- MKTG 3633 Marketing Research

* Note: ECON 2013 & 2023 or ECON 2143 and STAT 2303 or WCOB 1033, each with a grade of "C" or better, are pre-requisites for MKTG 3433

History 3000+ Level Elective (1 course – 3 hours)

- HIST _____ (3000+)

Cultural/Diversity Requirement (1 course – 3 hours)

- ANTH 4533 Middle East Cultures
 - COMM 4343 Intercultural Communication
 - HIST 3233 African American History to 1877
 - HIST 3243 African American History since 1877
 - JOUR 3263 African Americans in Film
 - JOUR 4923 History of the Black Press
 - SCWK 3193 Human Diversity & Social Work
 - SOCI 3193 Race, Class, & Gender in America
- or other related course as approved by the department.

Note: A cultural/diversity approved HIST course can satisfy the major's History requirement. Also, a cultural/diversity approved JOUR course can count as one of the Journalism Electives.

Grammar, Spelling, & Punctuation (GSP) Requirement: 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 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. 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.

Journalism Core (6 courses – 16 hours)

- JOUR 1023 Media and Society
 - JOUR 1033 Media Writing
 - JOUR 3633 Media Law (60 hours completed)
 - JOUR 4333 Ethics in Journalism (60 hours completed)
 - JOUR 4981 Journalism Writing Requirement
- Choose one of the following:*
- JOUR 2053 Multimedia Journalism
 - JOUR 2063 Media Graphics & Technology
 - JOUR 405V Specialized Journalism Seminar with the subtopic "Videography/Editing" or "Digital Content Strategy"

Advertising/Public Relations Sequence (5 courses – 15 hours)

- ADPR 3723 Advertising Principles **
 - ADPR 3743 Public Relations Principles **
- ** Requires 30 hours completed and a 2.5 GPA. Students must earn a "B" or better, and then course can only be retaken once.
- ADPR 4143 Public Relations Writing ***
 - ADPR 4423 Creative Strategy & Execution ***
 - ADPR 4453 Media Planning & Strategy *** OR ADPR 4473 Account Planning ***

*** Requires 60 hours completed and a 2.5 GPA.

Journalism or ADPR Electives (2 courses – 6 hours)

It is recommended that one course be an internship.

- JOUR or ADPR _____
- JOUR or ADPR _____

Journalism Writing Requirement

- Satisfied upon successful completion of JOUR 4981 with a grade of "C" or better.