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

**Mathematics (1 course – 3-4 hours)**
- 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:
- WLT 1113 World Literature I
- WLT 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 2813, 3233, or 4233 are recommended.)
  - 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 2033 Principles of Macroeconomics
- 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 prerequisites 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
- HIST 3263 History of the American Indian
- JOUR 3263 African Americans in Film
- JOUR 4923 History of the Black Press
- SCWK 3193 Human Diversity & Social Work
- SOCI 3193 Race, Class, Gender, & Sexuality
  - 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.*

**Journalism Core (6 courses – 16 hours)**
- JOUR 1033 Media and Society
- JOUR 1034 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)**
- JOUR or ADPR ____________
- JOUR or ADPR ____________

*It is recommended that one course be an internship.*

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