

# ADVERTISING AND PUBLIC RELATIONS, MINOR

The integrated advertising & public relations minor focuses on the historical, societal and cultural impacts of the advertising and PR industries and complements a wide variety of academic majors, including general business, marketing and liberal arts majors.

Only students outside the College of Communication and Information Sciences (with the exception of communication studies majors) may select the advertising & public relations minor consisting of 19 credit hours. A grade of C- or higher is required in all courses required for the advertising & public relations minor.

Advertising & Public Relations Minor Courses		Hours
MC 101	Intro To Mass Communic	3
JCM 103	Mechanics of Media Writing	1
APR 241 or	Intro to Ad and PR	3
APR 221 or	Intro To Advertising	
APR 231	Intro Public Relations	
APR 280	Intro to Audience Analysis <sup>1</sup>	3
APR 290	Intro to Channels and Msg	3
Two APR 400-level or MC 400-level electives taken in residence		6
<b>Total Hours</b>		<b>19</b>

## Footnotes

<sup>1</sup> APR 280 Intro to Audience Analysis requires CIS 260 Intro to Media Sources as a corequisite.

## Grade Point Average

A grade point average of at least a 2.0 in the minor is required. The minor GPA is calculated based on all courses applicable to the minor that the student has attempted at UA. Please see the Grades and Grade Point Average (GPA) section of this catalog for an explanation of grade point average calculations.

## Upper-level Residency

A minimum of six hours of 400-level courses in the minor must be earned *in residence*.

## Ancillary Courses

Students pursuing the Advertising & Public Relations minor must also complete CIS 260 Intro to Media Resources as a corequisite to APR 280 Intro to Audience Analysis.

## Additional Minor Requirements

Students are responsible for ensuring that they have met all University, College, major and minor requirements. Each student must meet with an adviser in the major department for academic planning each semester. Students are encouraged to get their advertising minor advising from the Department of Advertising and Public Relations (205-348-7158; 412 Phifer).