

# ADVERTISING, BA

Students of advertising will develop and hone critical and creative thinking skills. Students will develop an understanding of the intended audience and use that understanding to create relevant messages, using powerful verbal and visual imagery capable of communicating the intended message(s) in order to capitalize on organizational opportunities and solve communication problems. The skills necessary for creating persuasive messages and developing the means to expose those messages to the intended audience will be learned in this program. These skills include the ability to conduct research to measure program needs, develop program quantifiable objectives and focused strategies, implement state-of-the-art tactics and develop the tools to measure a program's return on investment.

Advertising is the creative expression of strategic persuasive communication. As a marketing function, advertising focuses on the promotion of products, services, companies, organizations and ideas through paid media space or time. Examples of advertising media include magazines, newspapers, television, radio, online, outdoor/transit and alternative.

Students seeking to major in advertising may pursue one of the following options:

- Advertising major (p. 1) (37 hours): prepares students for account management and media buying
- *Creative specialization*: prepares students for careers in art direction (p. ) (40 hours) or copywriting (p. 2) (38 hours); students are competitively selected for this specialization based on an application process initiated after the first phase of coursework in the major
- *Consumer specialization (32-35 hours)*: prepares students for careers in consumer research/insight development, brand value, etc.; students are competitively selected for this specialization based on an application process initiated after the first phase of coursework in the major

## Core Curriculum and General Education Requirements for All Advertising Majors

Code and Title	Hours
<b>Freshman Composition (FC)</b>	
EN 101 English Composition	3
EN 102 English Composition	3
<b>Computer Science (C) or Foreign Language (FL)</b>	
CIS 250 Intro to Design Software	3
CIS 260 Intro to Media Resources	3
<b>Humanities (HU) and Fine Arts (FA)</b>	
COM 123 Public Speaking <sup>4</sup>	3
Select three hours in Fine Arts (FA)	3
Select six hours in Literature (L)	6
<b>Natural Science (N) and Mathematics (MA)</b>	
Select eight hours in Natural Science (N)	8
Select three to four hours in MATH 110 or higher	3-4
<b>History (HI) and Social/Behavioral Sciences (SB)</b>	
Select three hours in History (HI)	3
EC 110 or Principles of Microeconomics <sup>3</sup>	3
EC 112 Honors Prin of Microeconomics	3
Select three hours in Social/Behavioral Sciences (SB) <sup>1</sup>	3

Select three hours in History (HI) or Social/Behavioral Sciences (SB) <sup>5</sup>	3
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### Writing (W)

Select six hours of W-designated courses <sup>2</sup>	6
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<b>Total Hours</b>	<b>53-54</b>
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### Footnotes

- <sup>1</sup> Satisfied by MC 101 Intro To Mass Communic in the major; must earn at least a C-.
- <sup>2</sup> APR 322 Copywriting Seminar (only for copywriting students in the creative specialization), APR 310 Concepting (only for art direction and copywriting students in the creative specialization), APR 423 A +PR Management and MC 400-level courses with the "W" designation may be used to satisfy the writing core. Other writing core courses outside the major, such as minor courses, will also satisfy this requirement; must earn at least a C-.
- <sup>3</sup> Must earn at least a C- in EC 110 Principles of Microeconomics.
- <sup>4</sup> Must earn at least a C- in COM 123 Public Speaking.
- <sup>5</sup> SB core satisfied by APR 221 Intro Advertising in the major; must earn at least a C-.

## Advertising Major

**All courses in the major require at least a C-.** Be sure to check course prerequisites to ensure a timely progression through the advertising major coursework.

Code and Title	Hours
<b>Foundation Courses:</b>	
MC 101 Intro To Mass Communic	3
JCM 103 Mechanics of Media Writing	1
APR 221 or Intro To Advertising	3
APR 241 Intro to Ad and PR	3
APR 280 Intro to Audience Analysis	3
APR 290 Intro to Channels and Msg	3
APR 302 Advertising Strategy	3
<b>Mid-Level Courses:</b>	
APR 300 or Basic Principles of Design	3
APR 325 Social and Digital Media	3
APR 422 Channel Planning	3
APR 423 A+PR Management	3
Two APR 400-level or MC 400-level electives	6
<b>Capstone Courses:</b>	
One course chosen from MC 401, APR 451, APR 452 or APR 453	3
APR 424 Advertising Campaigns <sup>1</sup>	3
<b>Total Hours</b>	<b>37</b>

### Footnotes

- <sup>1</sup> EC 110 Principles of Microeconomics is a prerequisite to APR 424 Advertising Campaigns.

## Minors for Students Majoring in Advertising

The A+PR department requires each of its students to complete a minor, which may not comprise any advertising and public relations

(APR), journalism and creative media (JCM) or mass communication (MC) courses. Advertising students minor in such diverse areas as communication studies, general business, political science, art, psychology, history, mathematics, cultural studies, and languages such as Chinese, Japanese, Russian and Spanish. No more than 27 hours in the minor may be counted toward fulfillment of graduation requirements. At least six hours in the minor must be at or above the 300 level. Two minors or a second major may be pursued. A minor is not required if the student pursues a second major.

## Residence in the College and in the Major and Minor

While enrolled in the College of Communication and Information Sciences, students must earn a minimum of 30 hours on this campus. A minimum of 12 hours in each major and six hours in each minor must be earned at the 300- or 400-level *in residence*.

## A+PR Department Requirements

Students are asked to make special note of the following Department of Advertising and Public Relations requirements.

### Student Responsibility

As an A+PR student, you are here to become a leader — to shape the future of global advertising and public relations in a socially conscious manner. You are here to do the extraordinary, not just what is expected. The faculty expects you to be passionate about your work, fluent in your discipline and engaged as a learner. We are your partners in these endeavors.

It is the student's responsibility to understand the requirements for the advertising major or minor and to seek the advice of their assigned adviser when choosing coursework. Freshman and sophomore students receive adviser assignments from Tisch Student Services soon after they declare the advertising major via MyBama.ua.edu, or they may go to 190 Phifer or email [tischstudentserv@ua.edu](mailto:tischstudentserv@ua.edu) to request one. Juniors and seniors seeking to major in advertising or students pursuing an advertising minor should contact the A+PR office (412 Phifer; [myrick@apr.ua.edu](mailto:myrick@apr.ua.edu)) for an adviser assignment.

### Prerequisites

A number of courses within and outside the department require other courses as prerequisites. A student who registers for any course without satisfying the proper prerequisites will be required to drop the course. Before registering, students are advised to review course descriptions for prerequisites and other requirements.

### Minimum Grade Requirement

**A grade of C- or higher is required in all courses counted in the advertising major or minor.** In addition, grades of C- or higher must be earned in all required external courses, including those established as prerequisites for courses in the advertising major or minor and those required directly in the major or minor. In keeping with University policy, when a course is taken more than one time, each enrollment will be counted in the cumulative hours attempted and used in computation of the grade point average, but only the final enrollment may count as credit toward the degree.

### Minimum Grade Point Average

A 2.0 or higher overall grade point average is required of all students who have earned 45 hours or more of college credit and wish to transfer into the college. A student must have an overall grade point average of 2.0 or

higher in order to register for any 300-level or higher-numbered course in the Department of Advertising and Public Relations

## Specializations

### Application to the Creative and Consumer Specializations

Admission to these specializations will be selective, and based upon a faculty panel's evaluation of applications used to assess students' unique qualifications for entry. The applications require students to submit two samples of creative work as evidence of their capabilities: one that demonstrates facility to solve a specific problem creatively and another that permits a longitudinal examination of their creative thinking ability.

### Creative/Artistic Standards

Advertising students admitted to our specializations will be required to produce work that meets creative/artistic standards (as evaluated by qualified faculty) in order to continue taking courses in the specialization, consistent with common practice in fine and performing arts programs.

The instructor in each specialization course will evaluate each student at the end of every semester and determine whether or not a student's work meets these standards. Students whose work falls short will discontinue coursework in a specialization and have the option to pursue the regular advertising major, provided that they qualify academically.

## Creative Specialization

Once a student is accepted into the creative specialization, they may pursue one of the two focused areas of study in the specialization: art direction or copywriting. A total of at least 37 hours is required for art directors; a total of at least 35 hours is required for copywriters. APR 490 Special Topics (with [Portfolio III](#) as the special topic) is an optional course in the creative specialization for both art directors and copywriters. APR 325 Social and Digital Media is an optional course for copywriters.

**To see the required order in which you take the courses in the creative specialization in the advertising major, [click here](#). All courses in the major require at least a C-. Due to the prerequisite-based curriculum, it takes at least five semesters to complete the hours in the advertising major with the creative specialization.**

### Required Courses for Art Directors (Focused Area of Study Within the Creative Specialization)

MC 101	Intro To Mass Communic	3
JCM 103	Mechanics of Media Writing	1
APR 221	Intro To Advertising	3
APR 260	Software Applications I	1

Must apply for and be accepted into the creative specialization before you may enroll in the following courses: <sup>1</sup>

APR 270	Strategic Thinking (AD)	3
APR 280	Intro to Audience Analysis	3
APR 300	Basic Principles of Design	3
APR 310	Concepting	4
APR 410	Portfolio I <sup>2</sup>	4
APR 301	Software Applications II <sup>2</sup>	1
APR 323	Art Direction Seminar <sup>2</sup>	3
MC 401	Mass Comm Law & Reguln	3
APR 401	Software Applications III <sup>3</sup>	1
APR 411	Portfolio II <sup>3</sup>	4

APR 424	Advertising Campaigns <sup>4</sup>	3
<b>Total Hours</b>		<b>40</b>

**Footnotes**

- <sup>1</sup> With the exception of MC 401 Mass Comm Law & Regultn, which requires MC 101 Intro To Mass Communic and 61 earned hours.
- <sup>2</sup> APR 410 Portfolio I, APR 323 Art Direction Seminar and APR 301 Software Applications II are corequisites.
- <sup>3</sup> APR 401 Software Applications III and APR 411 Portfolio II are corequisites.
- <sup>4</sup> EC 110 Principles of Microeconomics is a prerequisite to APR 424 Advertising Campaigns.

**Required Courses for Copywriters (Focused Area of Study Within the Creative Specialization) Hours**

MC 101	Intro To Mass Communic	3
JCM 103	Mechanics of Media Writing	1
APR 221	Intro To Advertising	3
APR 260	Software Applications I	1
Must apply for and be accepted into the creative specialization before you may enroll in the following courses: <sup>1</sup>		
APR 270	Strategic Thinking (AD)	3
APR 280	Intro to Audience Analysis	3
APR 300	Basic Principles of Design	3
APR 310	Concepting	4
APR 410	Portfolio I <sup>2</sup>	4
APR 322	Copywriting Seminar <sup>2</sup>	3
MC 401	Mass Comm Law & Regultn	3
APR 411	Portfolio II	4
APR 424	Advertising Campaigns <sup>3</sup>	3
<b>Total Hours</b>		<b>38</b>

**Footnotes**

- <sup>1</sup> With the exception of MC 401 Mass Comm Law & Regultn, which requires MC 101 Intro To Mass Communic and 61 earned hours.
- <sup>2</sup> APR 322 Copywriting Seminar and APR 410 Portfolio I are corequisites.
- <sup>3</sup> EC 110 Principles of Microeconomics is a prerequisite to APR 424 Advertising Campaigns.

## Consumer Specialization

APR 300 Basic Principles of Design is an optional course in the consumer specialization.

**To see the required order in which you take the courses in the consumer specialization in the advertising major, click here. All courses in the major require at least a C-.**

Code and Title	Hours	
MC 101	Intro To Mass Communic	3
JCM 103	Mechanics of Media Writing	1
APR 221	Intro To Advertising	3
APR 260	Software Applications I	1

Must apply for and be accepted into the consumer specialization before you may enroll in the following courses:<sup>1</sup>

APR 270	Strategic Thinking (AD)	3
APR 280	Intro to Audience Analysis	3

APR 320 or	Creative Thinking	3
APR 325	Social and Digital Media	3
MC 401	Mass Comm Law & Regultn	3
APR 421	Account Planning	3
APR 422	Channel Planning	3
APR 423	A+PR Management	3
APR 424	Advertising Campaigns <sup>2</sup>	3
<b>Total Hours</b>		<b>32</b>

**Footnotes**

- <sup>1</sup> With the exception of MC 401 Mass Comm Law & Regultn, which requires MC 101 Intro To Mass Communic and 61 earned hours.
- <sup>2</sup> EC 110 Principles of Microeconomics is a prerequisite to APR 424 Advertising Campaigns.

Graduates find employment at advertising or public relations agencies, advertising, public relations, or promotional departments of businesses, industries and government agencies and with traditional and nontraditional media outlets.

## Types of Jobs Accepted

Our graduates work as copywriters, art directors, account executives, media sales representatives, photographers, researchers, production specialists, media consultants, management advisers, public opinion surveyors and marketing researchers.

## Jobs of Experienced Alumni

Owners, presidents & CEOs of advertising agencies, vice president – corporate communication, professors, art directors, account executives, etc.

Learn more about opportunities in this field at the Career Center