

PUBLIC RELATIONS, BA

Success requires a passion for learning about public relations. This program will lead students in developing skills necessary for creating persuasive messages and the means to expose those messages to the intended audience. This includes the ability to conduct research to measure program needs, develop program quantifiable objectives and focused strategies, implement state-of-the-art tactics and master the tools to measure a program's return on investment. Students of public relations will develop and hone critical and creative thinking skills.

Requirements

Public relations is a proactive, strategic function that strives to mesh the interests of an organization and its publics. Public relations professionals build and maintain those relationships that are essential to the organization's success — or failure — by applying research skills, visual thinking, strategic planning and effective writing.

Core Curriculum and General Education Requirements

Code and Title	Hours
Freshman Composition (FC)	
EN 101 English Composition	3
EN 102 English Composition	3
Computer Science (C) or Foreign Language (FL) sequence	
CIS 250 Intro to Design Software	3
CIS 260 Intro to Media Resources	3
Humanities (HU) and Fine Arts (FA)	
COM 123 Public Speaking ³	3
Select three hours in Fine Arts (FA)	3
Select six hours in Literature (L)	6
Natural Science (N) and Mathematics (MA)	
Select eight hours in Natural Science (N)	8
Select three to four hours in MATH 110 or higher	3-4
History (HI) and Social/Behavioral Sciences (SB)	
Select three hours in History (HI)	3
Select six hours in Social/Behavioral Sciences ¹	6
Select three hours in History or Social/Behavioral Sciences	3
Writing (W)²	6
Total Hours	53-54

Footnotes

- ¹ These hours are satisfied by MC 101 Intro To Mass Communic and APR 231 Intro Public Relations in the major. Both courses require at least a C-.
- ² JCM 303 News Writing and Reporting and APR 332 Public Relations Writing in the major will satisfy the writing core. Both courses require at least a C-.
- ³ Must earn at least a C- in COM 123 Public Speaking.

Public Relations Major

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

Public relations major (37 hours): prepares students for a wide variety of public relations careers

Technological and digital communication management specialization (38 hours): prepares students for public relations careers in the tech/digital communications industry.

All courses in the major require at least a C-. Be sure to check course prerequisites to ensure timely progress through the public relations major coursework.

Code and Title	Hours
Foundation Courses:	
MC 101 Intro To Mass Communic	3
JCM 103 Mechanics of Media Writing	1
APR 231 or Intro Public Relations	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 300 or Basic Principles of Design	3
APR 325 Social and Digital Media	3
APR 303 Public Relations Strategy	3
Mid-Level Courses:	
JCM 303 News Writing and Reporting	3
APR 332 Public Relations Writing	3
Two APR 400-level or MC 400-level electives	6
Capstone Courses:	
One course chosen from MC 401, APR 451, APR 452 or APR 453	3
APR 433 Public Relations Campaigns	3
Total Hours	37

Minors for Students Majoring in Public Relations

The A+PR department requires each of its students to complete a minor, which may not include any advertising and public relations (APR), journalism (JN), mass communication (MC) or telecommunication and film (TCF) courses. Public relations students minor in such diverse areas as communication studies, general business, political science, art, psychology, history, mathematics or cultural studies, or languages such as Chinese, Japanese, Russian or 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 (with 60 or fewer earned hours) 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 to request one. Juniors and seniors (with 60+ earned hours) seeking to major in advertising or students pursuing an advertising minor should go to 412 Phifer 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 public relations 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 public relations 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.

Specialization

Technological and Digital Communication Management Specialization

Technological and digital communication management specialization (38 hours): prepares students for public relations careers in the tech/digital communications industry.

*To see the **required order in which you take the courses in the tech and digital communication management specialization in the PR major, click here.** All major/specialization courses require at least a C-. Due to the prerequisite-based curriculum, it takes **at least five semesters** to complete the hours in the public relations major with the technological and digital communication management specialization.*

Code and Title	Hours
MC 101 Intro To Mass Communic	3
JCM 103 Mechanics of Media Writing	1
APR 231 Intro Public Relations	3
APR 260 Software Applications I	1

APR 271 Strategic Thinking (PR)	3
APR 280 Intro to Audience Analysis	3
APR 300 Basic Principles of Design	3
JCM 303 News Writing and Reporting	3
APR 332 Public Relations Writing ¹	3
APR 430 Advanced Digital Marketing ¹	3
Select one of the following depth courses:	3
APR 325 Social and Digital Media ²	
APR 490 Special Topics ²	
CSM 440 Max Social Media Mktg	
CSM 447 Advanced Digital Tools	
MC 495 Special Topics ²	
Select one of the following required electives:	3
APR 415 Online Magazine Writing ^{1,3}	
APR 419 Concepting and Implementation ¹	
APR 423 A+PR Management ¹	
APR 425 Crisis & Emer. Mgt. ¹	
APR 426 International Public Relations ¹	
APR 427 Public Relations Leadership ¹	
APR 490 Special Topics ⁴	
MC 401 Mass Comm Law & Regultn	3
APR 433 Public Relations Campaigns ¹	3
Total Hours	38

Footnotes

- ¹ Students must have earned at least 20 hours in the major to take these courses.
- ² APR 490 Social Media is an approved alternative to APR 325. Other approved APR 490 topics for the depth course are a) Digital Multimedia and b) Twitch – Content Marketing Communications.
- ³ Students are admitted by application and instructor's permission to this course.
- ⁴ Must be a different topic from depth course.

Graduates find employment at public relations and advertising agencies, the 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 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 public relations agencies, vice president—corporate communication, shareholder relations, media relations, professors, account executives, etc.

Learn more about opportunities in this field at the Career Center