

Advertising and Public Relations B.A.

Advertising/Public Relations B.A. Eight-Semester Plan

Students enrolling in the eight-semester degree plan should review the Eight-Semester Degree Completion Policy (<http://catalog.uark.edu/undergraduatecatalog/academicregulations/eightsemesterdegreecompletionpolicy/>).

State Minimum Core (<http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/>) requirements may vary by individual, based on placement and previous credit granted. Once all core requirements are met, students may substitute with general electives in consultation with their academic advisor.

| First Year | Units | |
|---|-------|--------|
| | Fall | Spring |
| ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013) (Satisfies General Education Outcome 1.1) ¹ | 3 | |
| MATH 1313 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) ¹ or MATH 1203 College Algebra (ACTS Equivalency = MATH 1103) (Satisfies General Education Outcome 2.1) ¹ or any MATH or STAT course numbered higher than MATH 1203 (Satisfies General Education Outcome 2.1) ¹ | 3 | |
| JOUR 1023 Media and Society | 3 | |
| PLSC 2003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2) ¹ | 3 | |
| World language at the Elementary I (1003) level or higher (depending on placement in sequence) | 3 | |
| ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ¹ | | 3 |
| MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203) or MATH 2053 Finite Mathematics or MATH 2183 Mathematical Reasoning in a Quantitative World or STAT 2303 Principles of Statistics (ACTS Equivalency = MATH 2103) or any higher numbered MATH or STAT course STAT 2303 is highly recommended as it acts as a prerequisite to MKTG 3433. | | 3 |
| JOUR 1033 Media Writing | 3 | |
| World language at the Elementary II (1013) level or higher (depending on placement in sequence) | 3 | |
| Satisfies General Education Outcome 3.3: | | |

| | | |
|--|----|----|
| ECON 2143 Basic Economics: Theory and Practice ¹ or ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) or ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ECON 2143 or (ECON 2013 and ECON 2023) are prerequisites to MKTG 3433. ¹ | 3 | |
| Year Total: | 15 | 15 |

Second Year

| | Units | |
|--|-------|--------|
| | Fall | Spring |

Students have the option of enrolling in ADPR 3723 and ADPR 3743 during the sophomore or junior year. If enrolling during the sophomore year, students must have a minimum of 30 credit hours completed, 2.5 cumulative GPA, and must have completed JOUR 1033 with a C or better. No in-progress credit hours accepted. No exceptions will be made.

| | | |
|---|---|---|
| ADPR 3723 Advertising Principles (must earn a B or better) or if ECON 2013 or ECON 2023 was completed, then take the other ECON not completed in the sequence. If ECON 2143 was completed, then take a Social Sciences State Minimum Core course (Satisfies General Education Outcome 3.3). ¹ | 3 | |
| PHIL 2003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) or PHIL 2103 Introduction to Ethics (ACTS Equivalency = PHIL 1003) or any PHIL course numbered 3000 or higher (PHIL 3103 Ethics and the Professions is recommended) | 3 | |
| World language at the Intermediate I (2003) level or higher (depending on placement in sequence) | | 3 |
| Journalism Digital Requirement | | 3 |
| JOUR 2032 Broadcast News Reporting I & JOUR 2031L Broadcast News Reporting I Laboratory | | 3 |
| JOUR 2053 Multimedia Journalism JOUR 2063 Media Graphics and Technology JOUR 405V Specialized Journalism Seminar (with the subtopic "Videography/Editing" or "Digital Content Strategy.") | | 3 |
| Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) ¹ | 4 | |
| ADPR 3743 Public Relations Principles (must earn a B or better) or Social Sciences State Minimum Core | | 3 |
| MKTG 3433 Introduction to Marketing Satisfies General Education Outcomes 3.2 and 4.1: | | 3 |
| WLIT 1113 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) ¹ or WLIT 1123 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123) | | 3 |

| | |
|--|-------|
| COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003) (Satisfies General Education Outcomes 1.2 and 5.1) ¹ | 3 |
| Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) ¹ | 4 |
| Year Total: | 16 16 |

| | |
|-------------------|-------------------------|
| Third Year | Units |
| | Fall Spring |

Students have the option of enrolling in the ADPR 4143, ADPR 4423, and (ADPR 4453 or ADPR 4473) course sequence during the junior or senior year. If ADPR 3723 and ADPR 3743 are already completed with a grade of B or better, then choose one course from the ADPR courses below or complete another remaining degree requirement.

If enrolling during the junior year, students must have a minimum of 60 credit hours completed, 2.5 cumulative GPA, be an Advertising/Public Relations major, and must have completed ADPR 3723 and ADPR 3743, each with a grade of B or better. No in-progress credit hours accepted. No exceptions will be made.

If not completed during sophomore year, then take:
 ADPR 3723 Advertising Principles (must earn a B or better) 3

If ADPR 3723 is already completed, then choose one ADPR course from below or complete another remaining degree requirement.
 ADPR 4143 Public Relations Writing
 or ADPR 4423 Creative Strategy and Execution
 or ADPR 4453 Media Planning & Strategy
 or ADPR 4473 Account Planning

Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective.

| | |
|--|---|
| MKTG 3553 Consumer Behavior | 3 |
| JOUR 3633 Media Law | 3 |
| Cultural/diversity requirement or HIST elective 3000-level or higher | 3 |
| Any PLSC course (PLSC 2813 Introduction to International Relations, PLSC 3233 The American Congress, and PLSC 4233 The American Chief Executive are recommended) | 3 |

If not completed during sophomore year, then take:
 ADPR 3743 Public Relations Principles (must earn a B or better) 3

If ADPR 3743 is already completed, then choose one ADPR course from below or complete another remaining degree requirement.
 ADPR 4143 Public Relations Writing
 or ADPR 4423 Creative Strategy and Execution
 or ADPR 4453 Media Planning & Strategy
 or ADPR 4473 Account Planning

| | |
|--|---|
| Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective. | 3 |
| Cultural/diversity requirement or HIST elective 3000-level or higher | 3 |

| | |
|---|-------|
| If a HIST course was already completed that satisfies both requirements, then select non-JOUR/ADPR general electives. | |
| MKTG 3633 Marketing Research | 3 |
| Any JOUR or ADPR course | 3 |
| Year Total: | 15 15 |

| | |
|--------------------|-------------------------|
| Fourth Year | Units |
| | Fall Spring |

If not previously completed, and if available, then choose 1-2 courses from the following:

ADPR 4143 Public Relations Writing
 or ADPR 4423 Creative Strategy and Execution
 or ADPR 4453 Media Planning & Strategy
 or ADPR 4473 Account Planning

Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective.

| | |
|---|---|
| JOUR 4333 Ethics in Journalism | 3 |
| Any JOUR or ADPR course | 3 |
| JOUR 4981 Journalism Writing Requirement (Satisfies General Education Outcome 6.1) ¹ | 1 |
| Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1) ¹ | 3 |
| Non-JOUR/ADPR General Electives | 2 |

If not previously completed, then choose 1-3 courses from the following. If all nine hours in the sequence have been completed, then take non-JOUR/ADPR general electives.

| | |
|--|---|
| ADPR 4143 Public Relations Writing or ADPR 4423 Creative Strategy and Execution or ADPR 4453 Media Planning & Strategy or ADPR 4473 Account Planning | 3 |
| Students need only to complete either ADPR 4453 or ADPR 4473 towards the nine credit hours of the 4000-level ADPR course sequence--not both. If both are completed, then one will count as a JOUR/ADPR elective. | |
| Social Sciences State Minimum Core (Satisfies General Education Outcome 3.3). If already satisfied, then take non-JOUR/ADPR general electives. ¹ | 3 |

| | |
|---------------------------------|-------|
| Non-JOUR/ADPR General Electives | 7 |
| Year Total: | 15 13 |

Total Units in Sequence: 120

¹ Students must complete the State Minimum Core (<https://nam11.safelinks.protection.outlook.com/?url=http%3A%2F%2Fcatalog.uark.edu%2Fundergraduatecatalog%2Fgened%2Fstateminimum%2F&data=04%7C01%7Crc003%40uark.edu%7C92f936f375f845bf930708d8e3ec5fa1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637509951644018253%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6I1haWwiLCJXVCi6Mn0%3D%7C1000&sdata=ZHCu1Vytd%2FCnZSMgcmPS5ZljYEvtv2HPmN6hSxflk%3D&reserved=0>) and the requirements of their major(s) as outlined in the Catalog of Studies. These courses also fulfill many, if not all, of the General Education Requirements (<https://nam11.safelinks.protection.outlook.com/?url=http%3A%2F%2Fcatalog.uark.edu%2Fundergraduatecatalog%2Fgened%2Fgeneraleducation%2F&data=04%7C01%7Crc003%40uark.edu%7C92f936f375f845bf930708d8e3ec5fa1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637509951644028245%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6I1haWwiLCJXVCi6Mn0%3D%7C1000&sdata=r35av68n3oEQW9FsilqBgmbsTnUENpJF7EoP4AD4Bks%3D&reserved=0>). Please visit these pages in the links provided and consult with your academic advisor when making course selections to fulfill these requirements.