

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 10103 Composition I (ACTS Equivalency = ENGL 1013) ¹	3	
MATH 11103 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) ¹ or MATH 11003 College Algebra (ACTS Equivalency = MATH 1103) (Satisfies General Education Outcome 2.1) ¹ or any MATH or STAT course numbered higher than MATH 11003 (Satisfies General Education Outcome 2.1) ¹	3	
JOUR 10203 Media and Society	3	
PLSC 20003 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 10203 Composition II (ACTS Equivalency = ENGL 1023) (Satisfies General Education Outcome 1.1) ¹		3
MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203) or MATH 20503 Finite Mathematics or MATH 21803 Mathematical Reasoning in a Quantitative World or MATH 21003 Principles of Statistics (ACTS Equivalency = MATH 2103) or any higher numbered MATH or STAT course MATH 21003 is highly recommended as it acts as a prerequisite to MKTG 34303.		3
JOUR 10303 Media Writing	3	
World language at the Elementary II (1013) level or higher (depending on placement in sequence) Satisfies General Education Outcome 3.3:	3	

ECON 21403 Basic Economics: Theory and Practice ¹ or ECON 21003 Principles of Macroeconomics (ACTS Equivalency = ECON 2103) or ECON 22003 Principles of Microeconomics (ACTS Equivalency = ECON 2203) ECON 21403 or (ECON 21003 and ECON 22003) are prerequisites to MKTG 34303. ¹		3
Year Total:	15	15

Second Year	Units	
	Fall	Spring
Students have the option of enrolling in ADPR 37203 and ADPR 37403 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 10303 with a C or better. No in-progress credit hours accepted. No exceptions will be made.		
ADPR 37203 Advertising Principles (must earn a B or better) or if ECON 21003 or ECON 22003 was completed, then take the other ECON not completed in the sequence. If ECON 21403 was completed, then take a Social Sciences State Minimum Core course (Satisfies General Education Outcome 3.3). ¹		3
PHIL 20003 Introduction to Philosophy (ACTS Equivalency = PHIL 1103) or PHIL 21003 Introduction to Ethics (ACTS Equivalency = PHIL 1003) or any PHIL course numbered 3000 or higher (PHIL 31003 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 JOUR 20333 Video Production JOUR 20503 Multimedia Journalism JOUR 20603 Media Graphics and Technology JOUR 4050V Specialized Journalism Seminar		3
Science State Minimum Core with corequisite lab (Satisfies General Education Outcome 3.4) ¹		4
ADPR 37403 Public Relations Principles (must earn a B or better) or Social Sciences State Minimum Core		3
MKTG 34303 Introduction to Marketing Satisfies General Education Outcomes 3.2 and 4.1:		3
ENGL 11103 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113) ¹ or ENGL 11203 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)		3
SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003)		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 41403, ADPR 44203, and (ADPR 44503 or ADPR 44703) course sequence during the junior or senior year. If ADPR 37203 and ADPR 37403 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 37203 and ADPR 37403, 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: 3
 ADPR 37203 Advertising Principles (must earn a B or better)

If ADPR 37203 is already completed, then choose one ADPR course from below or complete another remaining degree requirement.

ADPR 41403 Public Relations Writing
 or ADPR 44203 Creative Strategy and Execution
 or ADPR 44503 Media Planning & Strategy
 or ADPR 44703 Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 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 35503 Consumer Behavior 3

JOUR 36603 Media Law 3

Cultural/diversity requirement or HIST elective 3000-level or higher 3

Any PLSC course (PLSC 28103 Introduction to International Relations, PLSC 32303 The American Congress, and PLSC 42303 The American Chief Executive are recommended) 3

If not completed during sophomore year, then take: 3
 ADPR 37403 Public Relations Principles (must earn a B or better)

If ADPR 37403 is already completed, then choose one ADPR course from below or complete another remaining degree requirement. 3

ADPR 41403 Public Relations Writing
 or ADPR 44203 Creative Strategy and Execution
 or ADPR 44503 Media Planning & Strategy
 or ADPR 44703 Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 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.

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 36303 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: 0-6

ADPR 41403 Public Relations Writing
 or ADPR 44203 Creative Strategy and Execution

or ADPR 44503 Media Planning & Strategy
 or ADPR 44703 Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 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 43303 Ethics in Journalism 3

Any JOUR or ADPR course 3

JOUR 49801 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. 3-9

ADPR 41403 Public Relations Writing
 or ADPR 44203 Creative Strategy and Execution

or ADPR 44503 Media Planning & Strategy
 or ADPR 44703 Account Planning

Students need only to complete either ADPR 44503 or ADPR 44703 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%2Fgenerated%2Fstateminimum%2F&data=04%7C01%7Cccc003%40uark.edu%7C92f936f375f845bf930708d8e3ec5fa1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637509951644018253%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6I1haWwiLCJXVCi6Mn0%3D%7C1000&sdata=ZHBCul1Vytd%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%2Fgenerated%2Fgeneraleducation%2F&data=04%7C01%7Cccc003%40uark.edu%7C92f936f375f845bf930708d8e3ec5fa1%7C79c742c4e61c4fa5be89a3cb566a80d1%7C0%7C0%7C637509951644028245%7CUnknown%7CTWFpbGZsb3d8eyJWljiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6I1haWwiLCJXVCi6Mn0%3D%7C1000&sdata=r35av68n3oEQW9FslqBgmbsTnUENpJF7EoP4AD4Bks%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.