

## Recommended Communication Electives for ADV Majors

For the advertising major, you must choose one elective in APR/JN/MC/TCF (3 hours). You may choose up to two other communication electives (6 additional hours), if you'd like to have a total of 36 hours in the major.

**APR 231.** Introduction to Public Relations. Three hours. Prerequisites: MC 101, EN 101 or EN 103.

**APR 380.** Independent Study. Variable credit (one to three hours). Prerequisites: Permission of department chairman and faculty sponsor.

**APR 381.** Practicum. Variable credit: 1, 2, or 3 hours. Prerequisites: Approval of the faculty member in charge of the study and approval of the department chairman prior to registration; MC 101; APR 221; APR 322 or APR 422; at least 61 hours; and GPA of at least 2.5. Work 10 hours a week for 3 hrs. credit and factor an academic component into the work. Choose a professor to guide the study.

**APR 385.** Advertising Internship. Three hours. Prerequisites: Permission of department chairperson and faculty sponsor prior to registration or undertaking any work; MC 101; APR 221; APR 322 or APR 422; junior standing; and 2.5 GPA. See Ms. Daria in 305 Phifer or Ms. Sims in 418-D for application.

**APR 418.** Advanced Advertising Development. Three hours. Prerequisites: MC 101, APR 221, APR 300, APR 322 and senior standing.

**APR 420.** (Also MC 421 and COM 421) Political Communication. Three hours. Prerequisites: MC 101; junior standing.

**APR 431.** (Also COM 431) Political Campaign Management. Three hours.

**APR 423.** Advertising Management. Three hours. Prerequisites: MC 101, APR 221, APR 322, APR 422 and senior standing.

**APR 443.** Political Advertising and Political Public Relations. Three hours. Prerequisites: COM 421 or MC 421 or APR 420; junior standing.

**APR 469.** International Advertising and Public Relations. Three hours. Prerequisites: Junior standing, permission of the instructor and concurrent enrollment in APR 380. Research abroad during the summer.

**JN 100.** Intro to Journalism. Three hours.

**JN 261.** Basic Photojournalism. Three hours. Prerequisites: JN 100 or MC 101.

**JN 100.** Intro to Journalism. Three hours.

**MC 103.** Information Literacy. Three hours.

**TCF 100.** Intro to Telecommunication and Film. Three hours.

**TCF 150.** Intro to Video Production. Three hours. Prerequisite: TCF 100.

**TCF 215.** Writing and Presentation for Telecommunication. Three hours. Prerequisite: TCF 100.

**TCF 220.** Intro to Audio Production. Three hours. Prerequisite: TCF 100.

**MC 401, 403, 405, 407, 409, 411, 413, 415, 417, 421, 425** or **495**, excluding those taken in the upper-division requirement.