

Recommended Communication Electives for PR Majors

For the public relations 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 221. Introduction to Advertising. 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; JN 311; APR 300; APR 332; at least 61 hours; and 2.5 GPA. 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 386. Public Relations Internship. Three hours. Prerequisites: Permission of department chairperson and faculty sponsor prior to registration or undertaking any work; MC 101; JN 311; APR 300; APR 332; junior standing; and 2.5 GPA. See Ms. Daria in 305 Phifer or Ms. Sims in 418-D for application.

APR 419. Advanced Public Relations Development. Three hours. Prerequisites: MC 101, JN 311, APR 231, APR 300, APR 332, senior standing.

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

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

APR 432. Public Relations Management. Three hours. Prerequisites: APR 332 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.