

Advertising and Public Relations

2022-2023 | 49 Credit Hours

100-Level Required Courses

- JOMC 100:** The First Year Experience (1)
- JOMC 101:** Principles of Mass Media (3)
- ADPR 151:** Intro: Advertising & PR (3)

Communication Design

- JOMC 130:** Intro to Design Thinking (1)
- JOMC 131:** Core Modules I (1)
- JOMC 132:** Core Modules II (1)
Prerequisite: JOMC 130, JOMC 131 with a C or higher
- JOMC 133:** Advanced Modules (1)
Prerequisite: JOMC 130, JOMC 131 with a C or higher
- JOMC 134:** Visual Communication Project (2)
Prerequisite: JOMC 130, JOMC 131, JOMC 132 with a C or higher

Experience Lab

- JOMC 197:** Experience Lab (1)
- JOMC 297:** Experience Lab (1)
Prerequisite: JOMC 197
- JOMC 397:** Experience Lab (1)
Prerequisite: JOMC 297

200-Level Required Courses

- JOMC 20:** Professional Development (0)
- JOUR 200A:** Reporting & Editing I (3)
- JOMC 222:** Social Justice, Human Rights & Media (3)
ACE 8 or 9
- ADPR 221:** Strategic Writing (3) **ACE 1**
Prerequisite: ADPR 151 and JOUR 200A with a C or higher
- ADPR 283:** Strategy Development (3)
Prerequisite: ADPR 151 with a C or higher

300-Level Required Courses

Choose (3) ADPR 300/400 Electives
See reverse side for course options

- _____
- _____
- _____

Choose 1 CoJMC Elective

Choose any ADPR, BRDC, JOMC, JOUR or SPMC course

- _____

Students may be able to earn credit for Internship under certain circumstances as a CoJMC elective. Please speak with your academic adviser for more details.

400-Level Required Courses

- JOMC 486:** Mass Media Law (3)
Prerequisite: Junior standing
- JOMC 487:** Media, Ethics and Society (3) **ACE 8**
Prerequisite: Junior standing
- JOMC 98:** Senior Assessment (0)

Capstone (Choose 1)

- ADPR 489:** Campaigns (3) **ACE 10**
- ADPR 439:** Competitions (3) **ACE 10**
- ADPR 429:** Jacht Ad Lab (3) **ACE 10**



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Prerequisites for 300 or 400 level ADPR courses: JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 OR BRDC 227, BRDC 269, BRDC 260 OR SPMC 150, SPMC 250 OR JOUR 200B with a C or higher; Junior standing.

You are not required to choose a focus, you can pick three (3) courses in any of the five (5) focuses

Public Relations

- ADPR 207:** Comm to Public Audiences
- ADPR 329:** Jacht Ad Lab
- ADPR 339:** Student Ad Competitions
- ADPR 350:** PR Planning & Strategy
- ADPR 417:** Crisis Communications
- ADPR 437:** Int'l/Multicultural PR
- ADPR 450:** PR Manag. & Case Studies
- ADPR 451:** PR Techniques
- ADPR 457:** Crisis Manag. in Corp. & Nonprofits
- ADPR 466:** Social Media Theory & Practice
- JOUR 200B:** Editing & Reporting II **ACE 1**

Creative

- ADPR 323:** Copy & Concept
- ADPR 329:** Jacht Ad Lab
- ADPR 333:** Design & Layout
- ADPR 339:** Student Ad Competitions
- ADPR 433:** Art Direction
- ADPR 447:** Strategic & Creative Conc.
- ADPR 458:** Interactive Media Design
- ADPR 483:** Portfolio Development

Media, Data & Analytics

- ADPR 329 :** Jacht Ad Lab
- ADPR 339:** Student Ad Competitions
- ADPR 360:** Media Planning & Strategy
- ADPR 361:** Owned, Earned & Paid
- ADPR 362:** Digital Content Strategy
- ADPR 434:** Digital Insights & Analytics
- ADPR 458:** Interactive Media Design
- ADPR 466:** Social Media Theory & Practice
- JOUR 407:** Data Visualization
- JOUR 408:** News Applications

Brand Management

- ADPR 329:** Jacht Ad Lab
- ADPR 339:** Student Competitions
- ADPR 357:** Account Planning
- ADPR 361:** Owned, Earned & Paid
- ADPR 362:** Digital Content Strategy
- ADPR 434:** Digital Insights & Analytics
- ADPR 437:** Int'l/Multicultural PR
- ADPR 481:** ADPR Research
- ADPR 484:** Brands & Branding

Global & Multicultural Comm

- JOMC 222:** Social Justice **ACE 8 or 9**
- JOMC 380:** Global News/Social Media **ACE 9**
- JOMC 422:** Race, Gender & Media **ACE 8 or 9**
- ADPR 437:** Int'l/Multicultural PR
- ADPR 438:** Global Advertising **ACE 9**
- ADPR 480:** Japanese vs. Cultura **ACE 9**
- Any ADPR, BRDC, JOUR or SPMC study sbroad

Make an appointment with an academic adviser in MyPlan to check your graduation requirements.

Academic Advisers

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