

# Advertising and Public Relations (ADPR)

Bret Schulte  
Chair of the School  
Kimpel Hall 205  
479-575-6659  
Email: bjschult@uark.edu

Dave Bostwick  
Vice Chair  
Kimpel Hall 205  
479-575-8485  
Email: bostwick@uark.edu

School of Journalism and Strategic Media Website (<https://fulbright.uark.edu/departments/journalism/>)

The B.A. in Advertising and Public Relations provides students with knowledge of the history, theory, practice, and ethics of the advertising, public relations and journalism fields, and educates students in advertising, public relations and journalistic skills. Advertising and public relations majors learn the theories and skills of how to create persuasive messages in mass, digital and social media, how to ensure those messages reach the right audience, and how to communicate persuasive messages in a socially responsible way.

## Requirements for Advertising and Public Relations B.A.

### Requirements for a Bachelor of Arts in Advertising/

**Public Relations:** The following credit hour requirements must be met (see Degree Completion Program Policy (<http://catalog.uark.edu/undergraduatecatalog/collegesandschools/jwilliamfulbrightcollegeofartsandsciences/>) for additional information. In addition, the Fulbright College Writing Requirement may be satisfied by successful completion of JOUR 49801 (<https://catalog.uark.edu/search/?P=JOUR%204981>) Journalism Writing Requirement with a grade of "C" or better.

State Minimum Core (<http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/>) requirements may vary by individual, based on placement and previous course credit earned. Once all core requirements are met, students may substitute with general electives in consultation with their academic adviser. **Bolded** courses from the course list below may be applied to portions of the State Minimum Core (<http://catalog.uark.edu/undergraduatecatalog/gened/stateminimum/>) requirements.

### State Minimum Core 35

Select one of the following: 3

**MATH 22003 Survey of Calculus (ACTS Equivalency = MATH 2203)**

**MATH 20503 Finite Mathematics**

**MATH 21803 Mathematical Reasoning in a Quantitative World**

**MATH 21003 Principles of Statistics (ACTS Equivalency = MATH 2103)**

or a higher level math.

**World language up to the Intermediate I (2003) level or higher 1 3**

Select one of the following: 3

**ENGL 11103 World Literature: Beginnings to 1650 CE (ACTS Equivalency = ENGL 2113)**

**ENGL 11203 World Literature: 1650CE to Present (ACTS Equivalency = ENGL 2123)**

An advanced literature course

A language literature course

Select one of the following: 3

**PHIL 20003 Introduction to Philosophy**

**PHIL 21003 Introduction to Ethics (ACTS Equivalency = PHIL 1003)**

Any philosophy (PHIL) course at the 3000-level or higher (recommended: PHIL 31003 Ethics and the Professions)

**PLSC 20003 American National Government (ACTS Equivalency = PLSC 2003) 3**

A second PLSC course (the following are recommended options): 3

PLSC 28103 Introduction to International Relations and Global Studies

PLSC 32303 The American Congress

PLSC 42303 The American Chief Executive

**ECON 21403 Basic Economics: Theory and Practice 3**

SPCH 10003 Public Speaking (ACTS Equivalency = SPCH 1003) 3

Any HIST course 3000-level or higher 3

**Cultural/Diversity Requirement 2,3 3**

Choose a course in cultural/diversity studies from the following options:

ADPR 44803 Multiculturalism in Advertising and Public Relations

ANTH 32103 Indigenous Peoples of North America: Anthropological Perspectives

ANTH 45303 Middle East Cultures

ANTH 49103 Topics of the Middle East

COMM 43403 Intercultural Communication

ENGL/AAST 38503 Topics in African-American Literature and Culture

HIST 30403 History of the Modern Middle East

HIST 30903 Women in U.S. History

HIST/LALS 32003 Colonial Latin America

HIST/LALS 32103 Modern Latin America

HIST/AAST 32303 African American History to 1877

HIST/AAST 32403 African American History Since 1877

HIST/AAST 32503 The History of Sub-Saharan Africa

HIST 32603 History of the American Indian

HIST/COMM/LALS 32803 U.S. Latinos and Latinas through Film

HIST/LALS 33003 U.S. Immigration History

HIST/LALS 33103 Latinos and Latinas in the U.S.

HIST 33303 LGBTQ+ Histories

HIST 35203	Modern China
HIST 392H3	Honors Colloquium (Topic: Mao Zedong and the Chinese Cultural Revolution)
HIST 3980V	Special Topics (Topic: Black American Post-1968)
HIST/AAST 41203	Africa and the Trans-Atlantic Slave Trade
HIST 43303	Modern Islam
HIST 43603	The Middle East since 1914
HIST/AAST 43803	The American Civil Rights Movement
HIST 43903	Early Modern Islamic Empires, 1300-1750
HIST/AIST 44003	Islam in Asia
HIST 44103	New Women in the Middle East
HIST 44303	Social and Cultural History of the Modern Middle East
HIST 47803	History of Modern Mexico
HIST/AAST/LALS 48103	Africans and Slavery in Colonial Latin America
HIST/AAST 48203	Black Freedom in the Age of Emancipation
HIST 48603	From Hiroshima to Fukushima: Nuclear Security in Asia
JOUR/AAST 32603	African Americans in Film
JOUR/AAST/COMM 32703	African Americans in Documentary Film
JOUR 4050V	Specialized Journalism Seminar (Topics: "Portrayals of Asian Americans in the Media", "Representation of Indian Americans in the Media", "Indigenous Documentary Storytelling", "Minorities in the Media", "Writing for Racially Diverse Audiences")
JOUR/AAST 49203	History of the Black Press
SCWK 31903	Human Diversity and Social Work
SOCI 31903	Race, Class, Gender, and Sexuality <sup>4</sup>
Other cultural/diversity courses as approved by the School of Journalism and Strategic Media.	

### Journalism and Strategic Media Core

All majors and minors must complete the Grammar, Spelling and Punctuation (GSP) requirement as a prerequisite or co-requisite to JOUR 10303 Media Writing by completing one of these two options: 1) Pass JOUR 10003 Journalistic Writing Skills with a grade of C or better; or 2) Pass JOUR 11000 Grammar Spelling Punctuation Requirement with a Satisfactory (S) grade by scoring a 75% or better on the GSP test that is administered through the class. Once you officially declare a Journalism major or minor, you will obtain access to the GSP Blackboard course for Option 2. Students who do not complete both the GSP requirement and JOUR 10303 with a C or better cannot enroll in any courses for which JOUR 10303 is a prerequisite. The GSP test is only administered a certain number of times each semester. Students must request a GSP test time a minimum of two weeks before they plan to take the test. There is no guarantee that GSP testing slots will be open when desired, so students must schedule well in advance.

A minimum grade of "C" is required in all journalism courses that serve as prerequisites for advanced journalism and advertising/public relations courses. In certain courses a minimum grade of "B" is required.

JOUR 10203	Media and Society	3
JOUR 10303	Media Writing	3
JOUR 36603	Media Law	3
JOUR 40303	Advanced Radio News Reporting and Podcasting	3
JOUR 49801	Journalism Writing Requirement	1
Journalism Digital Requirement. Choose one from below:		3
JOUR 20003	Storytelling for Today's Media	
JOUR 20333	Video Production	
JOUR 20503	Multimedia Journalism	
JOUR 20603	Media Graphics and Technology	
JOUR 23303	Photojournalism I	
JOUR 30403	Performer in Mass Media	
JOUR 40303	Advanced Radio News Reporting and Podcasting	
JOUR 40603	Computer-Assisted Publishing	
JOUR 40703	Social Media and Journalism	
JOUR 40803	Data Journalism	

### Advertising/Public Relations Courses

Students must have a cumulative GPA of 2.5 or higher to enroll in ADPR 37203 and ADPR 37403.

Students are required to earn a grade of "B" or higher in both ADPR 37203 and ADPR 37403 and maintain a cumulative GPA of 2.5 or higher to qualify to take all other 3000-level or higher Advertising/Public Relations courses. Students may retake ADPR 37203 and ADPR 37403 only once to earn a grade of "B" or higher.

ADPR 37203	Advertising Principles	3
ADPR 37403	Public Relations Principles	3
ADPR 41403	Public Relations Writing	3
ADPR 44203	Creative Strategy and Execution	3
ADPR 44503	Media Planning & Strategy	3
or ADPR 44703 Account Planning		
Six credit hours in JOUR or ADPR courses. It is recommended that one course choice be an internship.		6
MKTG 34303	Introduction to Marketing	3
MKTG 35503	Consumer Behavior	3
MKTG 36303	Marketing Research	3

### Electives

Non-JOUR/ADPR General Electives	9
<b>Total Hours</b>	<b>120</b>

- <sup>1</sup> The number of credit hours taken to complete this level of proficiency depends on placement level in the language course sequence.
- <sup>2</sup> A cultural/diversity-approved HIST course is allowed to also satisfy the major's HIST course 3000-level or higher requirement.
- <sup>3</sup> A cultural/diversity-approved JOUR course is also allowed to satisfy a JOUR elective.
- <sup>4</sup> SOCI 10103 is a prerequisite to SOCI 31903.

**Writing Requirement:** Successful completion of JOUR 4981 with a grade of "C" or better satisfies the Fulbright College Writing Requirement for journalism majors.

## 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/genes/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) <sup>1</sup>	3	
MATH 11103 Quantitative Reasoning (ACTS Equivalency = MATH 1113) (Satisfies General Education Outcome 2.1) <sup>1</sup> or MATH 11003 College Algebra (ACTS Equivalency = MATH 1103) (Satisfies General Education Outcome 2.1) <sup>1</sup> or any MATH or STAT course numbered higher than MATH 11003 (Satisfies General Education Outcome 2.1) <sup>1</sup>	3	
JOUR 10203 Media and Society	3	
PLSC 20003 American National Government (ACTS Equivalency = PLSC 2003) (Satisfies General Education Outcome 4.2) <sup>1</sup>	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) <sup>1</sup>		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 <sup>1</sup> 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. <sup>1</sup>	3	
Year Total:	15	15

Second Year	Units	
	Fall	Spring
<b>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.</b>		
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). <sup>1</sup>		3
PHIL 20003 Introduction to Philosophy 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) <sup>1</sup>		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) <sup>1</sup> 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) <sup>1</sup>		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)<sup>1</sup> 1

Fine Arts State Minimum Core (Satisfies General Education Outcome 3.1)<sup>1</sup> 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.<sup>1</sup> 3

Non-JOUR/ADPR General Electives 7

Year Total: 15 13

**Total Units in Sequence: 120**

<sup>1</sup> 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>)





## Teacher Licensure Requirements

**Journalism (B.A.) Teacher Licensure Requirements:** Students interested in obtaining teacher licensure may not obtain licensure in journalism alone. Licensure in another discipline must be obtained, and journalism may be added as an additional area of licensure. Please refer to the Secondary Education Requirements for Fulbright College Students (<http://catalog.uark.edu/undergraduatecatalog/collegesandschools/jwilliamfulbrightcollegeofartsandsciences/#fieldsstudytext>) or contact your departmental adviser or an adviser in the College of Education and Health Professions.

## Faculty

**Blackstone, Ginger**, Ph.D. (University of Florida), M.A. (University of Arkansas at Little Rock), B.A. (Harding University), Associate Professor, 2023.

**Bostwick, David A.**, Ed.D. (Baker University), M.A. (Fort Hays State University), B.A. (University of Oklahoma), Teaching Associate Professor, 2019, 2023.

**Bouchillon, Brandon C.**, Ph.D. (Texas Tech University), Associate Professor, 2019, 2023.

**Brown, Lucy M.**, Ph.D., M.A. (University of Texas, Austin), M.S. (Pratt Institute), Dip.G.A. (Edna Manley School for the Visual Arts, Jamaica), Teaching Assistant Professor, 2013.

**Brown, Michael**, M.S., B.S. (Northeastern State University), Instructor, 2018.

**Chung, Jee-Young**, Ph.D. (University of Alabama), M.A. (University of Houston), B.S., B.A. (Seoul Women's University), Associate Professor, 2015, 2023.

**Foley, Larry D.**, M.S. (University of Central Arkansas), B.A. (University of Arkansas), Professor, 1993, 2005.

**Foster, Bobbie**, Ph.D. (University of Maryland), M.A., B.A. (University of Arkansas), Assistant Professor, 2023.

**Gould, Kara**, Ph.D. (University of Utah), M.A., B.A. (Wheaton College), Assistant Professor, 2016.

**King, Tiffany**, M.A. (University of Arkansas), B.J. (University of Missouri), Instructor, 2014.

**King, Whitney A.**, M.A. (University of Arkansas), B.S. (Arkansas State University), B.A. (University of Arkansas), Instructor, 2022.

**McCaffrey, Raymond**, Ph.D. (University of Maryland), M.A. (University of Colorado), M.A. (Columbia University), B.A. (Fairfield University), Associate Professor, 2014, 2020.

**McCargo, Renette**, M.S.M.C. (Arkansas State University), M.B.A. (University of Phoenix), B.S. (Arkansas State University), Instructor, 2018.

**Pedrena, Rowena**, M.F.A. (Ohio University), B.A. (Mount St. Mary's University), Assistant Professor, 2023.

**Reed, Joel**, (University of Missouri), M.A., B.S. (Missouri State University), Assistant Professor, 2023.

**Schulte, Bret J.**, M.F.A. (George Mason University), B.A. (University of Nebraska-Lincoln), Professor, 2008, 2023.

**Sharp, Darinda**, M.A., B.A. (University of Arkansas), Instructor, 2023.

**Shelton, Gina**, B.A. (Mississippi State University), Instructor, 2013.

**Sosa, Ninette**, M.A. (University of Arkansas), B.A. (San Diego State University), Instructor, 2021.

**Starling-Ledbetter, Robyn M.**, M.A., B.A. (University of Arkansas), Instructor, 2007.

**Swearingen, Susannah**, M.A., B.A. (University of Arkansas), Instructor, 2023.

**Tackett, Teresa**, Ph.D. (University of North Carolina at Chapel Hill), M.S., B.A. (Oklahoma State University), Assistant Professor, 2023.

**Tuychiev, Hayot A.**, M.A. (University of Arkansas), B.A. (Tashkent State University of Economics), Instructor, 2010.

**Wicks, Jan L.**, Ph.D., M.A. (Michigan State University), B.A. (University of Southwestern Louisiana), Professor, 1994, 2006.

## Advertising/Public Relations Courses

### ADPR 35503. Advertising and Public Relations Strategies. 3 Hours.

Introduction to the research, strategies and tactics used in developing advertising and public relations campaigns. Provides an overview of planning, implementing, and evaluating research-based advertising and public relations campaigns. (Typically offered: Fall and Spring)

### ADPR 37203. Advertising Principles. 3 Hours.

Introductory course to the broad field of advertising. Includes a study of the role of advertising in modern society with emphasis being given to the extent and manner of use of advertising in mass media and digital media. Prerequisite: ((At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; completion of JOUR 10303 with a grade of C or better; completion of JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher) or (At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.); No in-progress credit hours accepted. (Typically offered: Fall and Spring)

### ADPR 37403. Public Relations Principles. 3 Hours.

Study of theory, methods, and ethics of public relations in modern society, business, and communications. Influencing opinion through acceptable performance and 2-way communication. Prerequisite: ((At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; completion of JOUR 10303 with a grade of C or better; completion of JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher) or (At least 30 credit hours completed; at least a 2.5 cumulative GPA; must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; must have completed at least 6 credit hours in JOUR courses, each with a grade of C or better.); No in-progress credit hours accepted. (Typically offered: Fall and Spring)

### ADPR 41003. Crisis Public Relations. 3 Hours.

Studies the role of strategic public relations practice in crisis management and communication. Examines how to understand different types of crises, prepare for a crisis, how to select and implement appropriate crisis public relations tactics, and how to restore or enhance an organization's image after a crisis. Prerequisite: Junior Standing. (Typically offered: Spring)

### ADPR 41403. Public Relations Writing. 3 Hours.

Instructional and writing practice to develop the professional-level writing skills required of public relations practitioners. Emphasizes different approaches required for different audiences and media. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring)

### ADPR 44203. Creative Strategy and Execution. 3 Hours.

The creation of advertising copy and layout for the mass media with emphasis on strategy, the written message, and the physical appearance for the advertisement. Includes laboratory component. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring)

**ADPR 44503. Media Planning & Strategy. 3 Hours.**

Includes the study of media characteristics, market research, media strategies, media analysis, media-market measurements and the development of media plans. Emphasis is placed on the analysis of major mass media and digital strategies, tactics, and planning. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring)

**ADPR 44603. Campaigns. 3 Hours.**

Applying advertising principles and techniques to preparation of a complete campaign; determining agency responsibilities, marketing objectives and research, media mix, and creative strategy. Emphasis also given to campaign presentation delivery, utilizing audio and visual techniques. Prerequisite: ADPR 37203 and ADPR 37403, each with a grade of B or better, ADPR major, and 2.5 overall GPA. (Typically offered: Fall and Spring)

**ADPR 44703. Account Planning. 3 Hours.**

An introduction to applied advertising research and account planning. Integrate consumers' perspectives into creative strategy to developing brand stories for clients. Write creative briefs, positioning statements and prepare copy-testing research instruments to evaluate messages. Utilize consumer research for creating messages for diverse cultures. Prerequisite: Minimum of 60 credit hours completed, 2.5 cumulative GPA, ADPR major, and completion of ADPR 37203 and ADPR 37403, each with a grade of B or better. (Typically offered: Fall and Spring)

**ADPR 44803. Multiculturalism in Advertising and Public Relations. 3 Hours.**

Seminar course involving the critical examination of the major cultural, social, political, economic, ethical and persuasion theories and/or issues relevant to advertising and public relations. (Typically offered: Fall)

## Journalism Courses

**JOUR 10003. Journalistic Writing Skills. 3 Hours.**

Provides a functional approach to improving language and writing skills specific to journalistic writing. Covers introductory journalistic writing and correct grammar usage, the logic governing syntax and punctuation use, analysis of grammar and syntax, sentence structure, word selection to convey proper meaning, memory aids, and other language topics relevant to journalistic writing. Cannot count as a major or minor elective within any ADPR or Journalism major or concentration, or Journalism and Strategic Media minor. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, Writing for Modern Mass Media Undergraduate MicroCertificate, or department consent. (Typically offered: Fall and Spring)

**JOUR 10203. Media and Society. 3 Hours.**

A survey of mass media (newspaper, radio, TV, magazine, advertising, public relations, photography, etc.) which stresses their importance in today's society and introduces the student to the various areas in journalism. Recommended for students considering journalism as a major. (Typically offered: Fall and Spring)

**JOUR 10303. Media Writing. 3 Hours.**

Introduces students to the skills of observation, critical thinking and concise writing required in all aspects of journalism and strategic media, as well as to the technology needed in upper-level courses. A prerequisite to JOUR 20003, JOUR 20103, JOUR 20333, JOUR 20503, ADPR 37203 and ADPR 37403. Corequisite: Lab component. Pre- or Corequisite: JOUR 10003 or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, Writing for Modern Mass Media Undergraduate MicroCertificate, or department consent. (Typically offered: Fall, Spring and Summer)

**JOUR 11000. Grammar Spelling Punctuation Requirement. 0 Hours.**

Students must complete the Grammar Spelling Punctuation (GSP) requirement as a prerequisite or corequisite to JOUR 10303 Media Writing. Students who do not take JOUR 10003 Journalistic Writing Skills to complete the GSP must take JOUR 11000, study for the GSP on their own and pass by earning a 75% or higher on the GSP test administered by the School of Journalism and Strategic Media. (Typically offered: Fall and Spring)

**JOUR 20003. Storytelling for Today's Media. 3 Hours.**

Introduction to developing content strategies that tell accurate, concise stories across multiple media platforms. Emphasizes clear, effective storytelling in media content production for print, broadcast and digital platforms, including social media, podcasting, video, and short-feature writing. Integrates lessons on corporate social responsibility, personal branding and media entrepreneurship. Prerequisite: JOUR 10303 with a grade of C or better, JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher, and must be a Journalism major, or Advertising and Public Relations major, or Journalism minor, or IDST major with JOUR track, Writing for Modern Mass Media Undergraduate MicroCertificate, or obtain department consent. (Typically offered: Fall and Spring)

**JOUR 20103. News Reporting I. 3 Hours.**

Intensive training in the methods of gathering and writing news. Lecture 2 hours, laboratory 2 hours per week. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 10303, with a grade of C or better, and either 1) JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher, or 2) at least 30 credit hours completed. (Typically offered: Fall and Spring)

**JOUR 20333. Video Production. 3 Hours.**

Covers video storytelling basics, including story structure, production, planning and editing using lectures, hands-on exercises, and project-based learning. Includes how to use production equipment and post-production software to prepare video for a variety of media platforms. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, or obtain department consent; JOUR 10303 with a grade of C or better; JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher. (Typically offered: Fall and Spring)

**JOUR 20503. Multimedia Journalism. 3 Hours.**

Provides students with the skills of visual literacy, photo editing, audio processing, video editing and web publishing. Good writing will be emphasized. The course examines basic aesthetic principles in visual composition and techniques applicable to audio, video and web production. Prerequisite: Must be a Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, or obtain department consent; JOUR 10303, with a grade of C or better, and either 1) JOUR 10003 with a grade of C or better or complete and pass the GSP (Grammar, Spelling and Punctuation) test in JOUR 11000 with a 75% or higher, or 2) At least 30 credit hours completed. (Typically offered: Fall and Spring)

**JOUR 20603. Media Graphics and Technology. 3 Hours.**

Introduction to computer skills required in journalism; focuses on training in the major creative software used for generating media graphics and visual communication. Emphasizes content creation and web publishing, including infographics and promotional materials. Prerequisite: Journalism major, Advertising and Public Relations major, Journalism minor, IDST major with JOUR track, Strategic Media Skills Undergraduate MicroCertificate, or department consent. (Typically offered: Fall and Summer)

**JOUR 23303. Photojournalism I. 3 Hours.**

Beginning course in the fundamentals of photography, including digital photography, file transfer and management, image enhancement, and layout and design. Develops an understanding of composition principles and framing techniques to create visually compelling and impactful photographs. (Typically offered: Fall)

**JOUR 24503. Introduction to Sports Television Production I. 3 Hours.**

Introduction to the specialized field of sports television production. Focuses on multi-camera, single-camera and studio production. Studio lab and field work outside of regularly scheduled class time required. (Typically offered: Fall)

**JOUR 30003. Sports Media and Society. 3 Hours.**

Examines the evolution of sports media and analyzes its cultural relevance. Considers the future of sports coverage as technology and trends change. Topics may include live broadcast announcers; highlight shows; talk radio; documentaries; unscripted television; narrative films and series; broadcast technology; ethical concerns in sports media; and the influence of sports on fashion/culture. (Typically offered: Fall and Spring)

**JOUR 30103. Editing. 3 Hours.**

Theories and practices in newspaper editing, copyreading, headline writing, page layout and the gathering and publication of written and pictorial information. Prerequisite: JOUR 20103, with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 30203. News Reporting II. 3 Hours.**

Continuation of JOUR 20103. Lecture 2 hours, laboratory 2 hours per week. Corequisite: Lab component. Prerequisite: JOUR 20103 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 30403. Performer in Mass Media. 3 Hours.**

Introduction to performing in mass media on video, digital, and audio, while connecting effectively with audiences as journalists, spokespersons, experts, activists, or in other roles. Emphasizes principles and best practices related to performing on camera and microphone, voice and movement, researching and critiquing performances, and diversity and ethical performance. (Typically offered: Fall and Spring)

**JOUR 30733. Foundations for Video News. 3 Hours.**

Intensive training in the methods of gathering and writing video news. Involves learning how to shoot, write, edit and produce news content using hands-on techniques utilizing the UATV studio and control room. Prerequisite: JOUR 20333 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 31203. Enterprise Journalism. 3 Hours.**

Developing ideas and subjects for feature and human-interest articles for multiple platforms, with emphasis on the freelance trade. Instruction in idea generation, story pitches, interviewing methods, research, writing, revision, and narrative structure. Prerequisite: JOUR 20103 or JOUR 20333 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 31603. Sports Journalism. 3 Hours.**

Emphasis on techniques and principles of coverage of sports and sports-related subjects on and off the field, and on the relationship between sports and the mass media. (Typically offered: Fall)

**JOUR 32603. African Americans in Film. 3 Hours.**

A survey of the history of images of African Americans in film, especially as these images are examined in the context of stereotypical renditions and/or realistic representations of African American experiences. Issues of African American history, culture, and socio-political context will be addressed in the analyses of these films. Prerequisite: ENGL 10203 and junior or senior standing. (Typically offered: Irregular)

**JOUR 32703. African Americans in Documentary Film. 3 Hours.**

Exploration of the African-American image and experience in the context of time, historical record and varying production viewpoints from diverse documentarians. African-American history, culture and socio-political context are addressed in the analyses of these documentary films from the perspectives of mainstream media, independent filmmakers and minority documentarians. Prerequisite: Junior or senior standing. (Typically offered: Spring)

**JOUR 36603. Media Law. 3 Hours.**

Constitutional guarantees, statutory laws and court cases applicable to mass communications. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

**JOUR 392H3. Honors Colloquium. 3 Hours.**

Covers a special topic or issue, offered as a part of the honors program. Prerequisite: Honors candidacy (not restricted to candidacy in journalism). (Typically offered: Fall and Spring) May be repeated for degree credit.

**JOUR 4010V. Advanced Journalistic Practices. 1-4 Hour.**

Study of advanced journalistic practices and methods, individual or group projects. May only be taken once for degree credit. Prerequisite: Junior standing and 10 hours of journalism and a 2.5 cumulative grade average. (Typically offered: Fall and Spring)

**JOUR 4020V. Internship in Journalism. 1-3 Hour.**

Credit for practical experience gained through a journalistic internship. Report required on significant aspect of internship experience. Prerequisite: Journalism or Advertising and Public Relations major, and junior standing, and 10 hours JOUR/ADPR courses, and 2.50 minimum cumulative grade point average. (Typically offered: Fall, Spring and Summer) May be repeated for up to 3 hours of degree credit.

**JOUR 40303. Advanced Radio News Reporting and Podcasting. 3 Hours.**

Research, write and produce in-depth public radio style news stories and turn them into a three-episode podcast. Prerequisite: Instructor consent. (Typically offered: Spring)

**JOUR 40403. Government and the Media. 3 Hours.**

Focuses on the links between mass media and government and the increasingly significant role of media in politics and government. Examines the power, responsibility, and performance of the press and public officials/government agencies in their relationship with each other. Prerequisite: Junior standing. (Typically offered: Fall)

**JOUR 4050V. Specialized Journalism Seminar. 1-3 Hour.**

Primary purpose of course is to enlarge the journalistic skills of students interested in advanced forms of mass communication. Students undertake projects related to particular aspects or problems of journalism. Content varies. (Typically offered: Irregular) May be repeated for up to 12 hours of degree credit.

**JOUR 40603. Computer-Assisted Publishing. 3 Hours.**

In-depth, hands-on exploration of computer hardware and software in the design and production of media messages. Examination of developing media technologies and the computer's influence on design and conceptualization. (Typically offered: Irregular)

**JOUR 40703. Social Media and Journalism. 3 Hours.**

Social Media and Journalism teaches conceptual knowledge and skills to develop news judgment and use changing technological tools to disseminate news quickly and to different audiences. The value of interacting with sources and the audience is stressed as are ethical, legal and accuracy issues. Prerequisite: JOUR 20103 or JOUR 20333 with a grade of C or better. (Typically offered: Fall)

**JOUR 40803. Data Journalism. 3 Hours.**

An introduction to basic data reporting skills, including how to use data to guide and inform reporting as well as tell stories to better serve the public. Ethical issues and best practices in data reporting are also examined. Prerequisite: Any STAT course or instructor permission. (Typically offered: Fall)

**JOUR 40903. Business Journalism. 3 Hours.**

Examines how the U.S. economy works and how to find news in business, market and government data sources. Focuses on the role of corporations, financial markets, and regulators, and benefiting students interested in sports, entertainment, political and investigative journalism. (Typically offered: Spring)

**JOUR 43103. Literature of Journalism. 3 Hours.**

Surveys the works of book and magazine-length narrative non-fiction, from the mid-19th century to the present. (Typically offered: Fall)



**JOUR 43303. Ethics in Journalism. 3 Hours.**

Critical examination of specific ethical problems confronting professionals in all areas of mass communications. Reading and writing assignments are aimed at familiarizing students with the nature of the mass media and their social responsibilities. Prerequisite: Junior standing. (Typically offered: Fall and Spring)

**JOUR 4430V. Event Promotion and Execution. 1-3 Hour.**

Practicum for students to plan, design, promote and execute several Journalism Days events, to include the Roy Reed Lecture, a scholarship reception, a job fair, Senior Salute and a fundraiser. Prerequisite: Junior standing. (Typically offered: Spring)

**JOUR 45003. Magazine Writing. 3 Hours.**

Advanced long-form depth reporting and narrative writing augmented with multimedia, with an eye to generating the style of work found in such leading magazines as The New Yorker, the Atlantic, and Esquire. Advanced instruction in generating and pitching stories, reporting and writing for narrative, research. Stories are frequently published in nationally acclaimed student-magazine, Hill. Prerequisite: JOUR 20103 with a grade of C or better. (Typically offered: Spring)

**JOUR 48603. Television News Reporting I. 3 Hours.**

Continuation of JOUR 30733. Includes the specialized knowledge and skills needed in field reporting, anchoring, writing, and producing news for commercial television. Lab component arranged. Corequisite: Lab component. Prerequisite: JOUR 30733 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 48703. Television News Reporting II. 3 Hours.**

Continuation of JOUR 48603. Laboratory component arranged. Prerequisite: JOUR 48603 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 48803. Advanced Multimedia Storytelling. 3 Hours.**

Focuses on using all forms of media including writing, audio, video, still photography, archival images, content and visual research, and graphics. Stories will be produced for various forms of media to prepare for careers in corporate and nonprofit communication fields. Final projects include creation of digital media portfolios. Prerequisite: JOUR 20003 with a grade of C or better. (Typically offered: Irregular)

**JOUR 48903. Television News Producing. 3 Hours.**

Intensive training in methods of producing a live television news broadcast, including news gathering, writing broadcast copy, and production strategies. Lab 6 hours. Corequisite: Lab component. Prerequisite: JOUR 30733 with a grade of C or better. (Typically offered: Fall and Spring)

**JOUR 49003. Community Journalism. 3 Hours.**

This three-hour course will blend student' reporting and editing skills with instruction on how regional newspapers select and present news to a local audience. This course will instruct students in deciding news stories for regional readers, how those stories can best be written and displayed. The semester goal is to publish a paper. Prerequisite: Junior standing. (Typically offered: Spring)

**JOUR 49203. History of the Black Press. 3 Hours.**

Covers the historic context of contributions and innovations to U.S. newspapers by African Americans. Also investigates the role of the black press from its beginnings in 1827 through the civil rights movement. Prerequisite: Junior standing. (Typically offered: Spring Even Years)

**JOUR 494H3. Honors Research Methods in Journalism. 3 Hours.**

Emphasis on the major types of qualitative and quantitative research, electronic data base searching, and traditional library research. Prerequisite: Journalism or Advertising and Public Relations major and honors standing. (Typically offered: Spring)

**JOUR 49801. Journalism Writing Requirement. 1 Hour.**

Directed study in conceptualizing, researching, and writing a major paper to meet the college writing requirement. Students must make a C in order to satisfy the college writing requirement. Prerequisite: 90 hours. (Typically offered: Fall and Spring)

**JOUR 498HV. Honors Journalism Writing Requirement. 1-6 Hour.**

Honors journalism writing requirement. (Typically offered: Fall, Spring and Summer) May be repeated for up to 6 hours of degree credit.