# Unofficial Degree Planning Worksheet Catalog Year: 2023 – 2024

# Major: BA in Advertising and Public Relations – General Concentration

This worksheet is designed to help you plan and track your progress toward your degree. It lists all graduation requirements. Course descriptions are available in the current catalog. More detailed descriptions of the program can be found in the [2023 – 2024 catalog](https://ut.smartcatalogiq.com/current/catalog/).

## University Graduation Requirements

Students must earn 124 hours to be eligible for graduation.

Students must maintain an overall minimum GPA of 2.0 to be eligible for graduation.

Students must maintain a major minimum GPA of 2.0 to be eligible for graduation.

Students must complete 31 credit hours in residency at UT to be eligible for graduation.

Students must complete 15 credit hours in residency at UT in their major coursework.

## Spartan Studies Requirements

### First-Year

| **First-year Requirement** | **Course Taken** | **Semester Taken** |
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| UTAMPA 101 (1cr)/102 (1cr) – First-Year seminar two semester sequence **or** UTAMPA 103 (2cr) – Transfer student seminar  **or** UTAMPA 104 (2cr) Veteran student seminar  – must be taken in residency |  |  |
| AWR 101 (4cr) - Reading Locally & Globally  **or** AWR 110 (5cr) – Academic Writing for Multilingual Students |  |  |
| Math (4cr) Requirement (choose one):  MAT 155, MAT 160, MAT 170, MAT 201, MAT 225, MAT 260, MAT 261 |  |  |

### Core

| **Core Requirement** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| AWR 201 (4cr) – Writing and Research: The Local and the Global  *Pre-requisite (one of the following): AWR 101, AWR 110, or equivalent* |  |  |
| [Core Humanities](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_CoreHumanitiesLink.pdf) (4cr) – must be taken in residency, AWR 201 is a prerequisite or must be taken concurrently |  |  |
| [Core Social Science](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_CoreSocialSciencesLink.pdf) (4cr) – must be taken in residency, AWR 201 is a prerequisite or must be taken concurrently |  |  |
| UTAMPA 200 (1cr) Digital Literacy: Coding  **or** one of the following: CSC 101, ITM 251, MAT 285, PHY 180 |  |  |
| UTAMPA 201 (0cr) Career Readiness |  |  |
| Spartan Studies Culminating Experience (4cr)  – must be taken in residency  *Pre-requisite: Spartan Studies First-year and Core Requirements (UTAMPA 101/02 or UTAMPA 103 or UTAMPA 104, AWR 101, Math, AWR 201, UTAMPA 200, UTAMPA 201, Core Humanities, Core Social Science); individual courses may have additional pre-requisites* |  |  |

### Distribution Requirements

Note that **one** of the distribution requirements may also be used to meet requirements in the major if there is overlap.

| **Distribution Requirement** | **Course Taken** | **Semester Taken** |
| --- | --- | --- |
| [Social or Behavioral Science](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_SocialScienceDistributionLink.pdf) (4cr) | COM 224 |  |
| [Visual and Performing Arts](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_VisualandPerformingArtsLink.pdf) (3cr) |  |  |
| [Text-Based Humanities](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/SpartanStudies_Text-BasedHumanitiesDistributionLink.pdf) (4cr) |  |  |
| [Natural Science](https://www.ut.edu/uploadedFiles/Academics/Provost/SpartanStudies/Spartanstudies_NaturalScienceDistributionLink.pdf) (4cr) |  |  |

## Advertising and Public Relations Requirements (68 Credits)

### Advertising and Public Relations Core Requirements

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| **Advertising and Public Relations Core Requirements (36 Credits)** | **Course Taken** | **Semester Taken** |
| COM 222 (4cr) – Media Aesthetics and Creativity |  |  |
| COM 224 (4cr) –Media and Society (Can fulfill Spartan Studies Distribution Requirement) |  |  |
| COM 225 (4cr) – Media Writing |  |  |
| COM 283 (4cr) – Principles of Advertising |  |  |
| COM 284 (4cr) – Principles of Public Relations |  |  |
| COM 350 (4cr) – Strategic Social Media  *Pre-requisite: COM 225 and ART 110 or FMX 210* |  |  |
| COM 374 (4cr) – Communication Research Methods  *Pre-requisite: COM 224, junior or senior standing, or permission of the instructor* |  |  |
| COM 436 (4cr) – Communication and Media Ethics  *Pre-requisite: COM 224* |  |  |
| COM 493 (4cr) – Capstone in Advertising and Public Relations  *Pre-requisite: COM 224, COM 225, COM 302, or ART 305, and junior or senior standing* |  |  |

### Digital Core Requirements

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| **Digital Core Requirements (8 Credits)** | **Course Taken** | **Semester Taken** |
| ART 110 (4cr) – Foundations of Digital Arts  **or** FMX 210 (4cr) – Digital Media |  |  |
| COM 302 (4cr) – Digital Media and Design for Communication  *Pre-requisite: ART 110 or FMX 210; plus at least one of the following: COM 222, COM 224, COM 225, COM 232, COM 283; or consent of instructor*  **or** ART 305 (4cr) – Graphic Design I (1)  *Pre-requisite: ART 102, ART 104, and ART 110* |  |  |

### General Concentration Core Requirements

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| **General Concentration Core Requirements (8 credits)** | **Course Taken** | **Semester Taken** |
| COM 383 (4cr) – Advertising Creative Direction  *Pre-requisite: COM 283, plus either ART 110 or FMX 210*  **or** COM 384 (4cr) – Writing for Public Relations  *Pre-requisite: COM 225 and COM 284* |  |  |
| COM 483 (4cr) – Advertising Campaigns  *Pre-requisite: ART 305 or COM 302, COM 383, and senior standing, or permission of instructor*  Or COM 484 (4cr) – Public Relations Campaigns  *Pre-requisite: COM 302 or ART 30, COM 384, and senior standing, or permission of instructor* |  |  |

### General Concentration Core Elective Requirements

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| **General Concentration Core Elective Requirement (4 credits)**  Refer to catalog for the [Elective Options](https://ut.smartcatalogiq.com/en/current/catalog/college-of-arts-and-letters/department-of-communication/advertising-and-public-relations-major/).  *Pre-requisites will depend on the course chosen.* | **Course Taken** | **Semester Taken** |
| Core Elective (4cr) |  |  |

### General Concentration Major Elective Requirements

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| --- | --- | --- |
| **General Concentration Major Elective Requirement (12 credits)**  At least 8 credit hours must be taken at the 300-level or above.  Refer to catalog for the [Elective Options](https://ut.smartcatalogiq.com/en/current/catalog/college-of-arts-and-letters/department-of-communication/advertising-and-public-relations-major/).  *Pre-requisites will depend on the course chosen.* | **Course Taken** | **Semester Taken** |
| Major Elective (4cr) |  |  |
| Major Elective 300+ (4cr) |  |  |
| Major Elective 300+ (4cr) |  |  |