Public Relations Flow Chart

First and Second Year

**PR 309 (QR)**
Intro to ADV/PR Research
* Grade of C- or better is required before enrolling in ADV 344K or ADV 345J
* Must be taken at UT

**ADV 318J**
Intro to ADV and Integrated Brand Communication
* Grade of B or better is required to move forward in PR
* May only take this course twice
* Must be taken at UT

**PR 353 (EL)**
ADV/PR Law and Ethics
* Prerequisite: ADV 318J with a grade of B or higher

**J 317**
Journalism Practices
* Prerequisite: ADV 318J with a grade of B or higher

**ADV 344K (QR)**
Advertising Research
* Prerequisite: Upper-division standing; ADV 318J with a grade of B or higher; PR 309 with a grade of C- or higher

**ADV 345J**
Advertising Media Planning
* Prerequisite: Upper-division standing; ADV 318J with a grade of B or higher; PR 309 with a grade of C- or higher

**PR 348 (WR)**
PR Techniques
* Prerequisite: Upper-division standing and a grade of at least a C- in J 317

**MKT 320F**
Principles of Marketing
* Prerequisite: Upper-division standing

Third Year

**PR 350**
Public Relations Internship
* Prerequisite: ADV 344K, ADV 345J, and PR 348 with a grade of at least C-

**PR 367 (WR)**
Integrated Communications Management
* Prerequisite: ADV 344K, ADV 345J, MKT 320F and PR 348 with a grade of at least C- in each and a 2.25 GPA

Fourth Year

**PR 352**
Strategies in PR
* Prerequisite: PR 348 with a grade of at least C-

**PR 377K (II)**
Integrated Communications Campaigns
* Prerequisite: PR 367 with a grade of at least C-

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**3 Credit Hours of ADV/PR Approved Elective Course**

ADV 303, 304, 305, 316 and PR 305 are NOT approved elective courses