



Public Relations Flow Chart

2018-20

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*

Third Year

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: 45 credit hours completed*

Fourth 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*

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-*

- _____ 3 Credit Hours of ADV/PR Approved Elective Course
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ADV 303, 304, 305, and 316 are NOT approved elective courses