**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

**Third Year**
- **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

- **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

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

- **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

3 Credit Hours of ADV/PR Approved Elective Course

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