First and Second Year

SDS(SSC) 306
Statistics In Market Analysis
*Grade of C or better is required before enrolling in ADV 344K or ADV 345J

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

PR 317 [WR]
Writing for PR
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; SDS (SSC) 306 with a grade of C or higher

ADV 345 J
Advertising Media Planning
Prerequisite: Upper-division standing; ADV 318J with a grade of B or higher; SDS (SSC) 306 with a grade of C or higher

PR 353 [EL]
ADV/PR Law and Ethics
Prerequisite: ADV 318J with a grade of B or higher

PR 348 [WR]
PR Techniques
Prerequisite: Upper-division standing and PR 317

MKT 320F
Principles of Marketing
Prerequisite: Upper-division standing. Must earn a grade of C or higher.

ADV 345 J
Advertising Media Planning
Prerequisite: Upper-division standing; ADV 318J with a grade of B or higher; SDS (SSC) 306 with a grade of C or higher

Fourth Year

PR 350
Internship in Public Relations
Prerequisite: ADV 344K, ADV 345J, and PR 348 with a grade of C or higher

PR 367 [WR]
Integrated Communications Management
Prerequisite: ADV 344K, ADV 345J, MKT 320F with a grade of C or higher; and PR 348

PR 352
Strategies in PR
Prerequisite: PR 348

PR 377K [II]
Integrated Communications Campaigns
Prerequisite: PR 367

A grade of C or higher is required in each course taken in the Moody College of Communication, unless the course is offered only on a pass/fail basis, i.e., the internship course.

6 Hours of ADV/PR Approved Elective Courses - One Lower and One Upper Division
(ADV 303, 304, 316 and PR 305 are NOT approved courses.)

Optional:
Texas Media Sequence (9 hours)
Texas Sports and Entertainment Area of Study (9 hours)