# 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 3.5 to be eligible for graduation with Honors Distinction.

Students must earn 100 [Academics, Community Service and Engagement](https://ut.smartcatalogiq.com/en/current/catalog/the-ut-academic-experience/honors-program/continuation-in-the-honors-program/) points per year.

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.

## Honors Requirements

### Fundamentum

| **Fundamentum Requirement** | **Course Taken** | **Semester Taken** |
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| HON 100 (2cr) – Via ad Honores  – must be taken in residency |  |  |
| AWR 101 (4cr) - Reading Locally & Globally  **or** AWR 110 (5cr) – Academic Writing for Multilingual Students |  |  |
| AWR 201 (4cr) – Writing and Research: The Local and the Global  *Pre-requisite (one of the following): AWR 101, AWR 110, or equivalent* |  |  |
| Math (4cr) Requirement (choose one):  MAT 155, MAT 160, or Higher |  |  |

### Honors Core

| **Dialectic Requirement** | **Course Taken** | **Semester Taken** |
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| HON 220 (4cr) – Where have we been?  *Pre-requisite: AWR 101, HON 100*  *Co-requisite: AWR 201* |  |  |
| HON 230 (4cr) – Where are we now?  *Pre-requisite: AWR 101, HON 100*  *Co-requisite: AWR 201* |  |  |
| HON 240 (4cr) – Where are we going?  *Pre-requisite: AWR 101, HON 100*  *Co-requisite: AWR 201* |  |  |

| **Idea Labs Requirement** | **Course Taken** | **Semester Taken** |
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| HON 253 (4cr) – Idea Lab: Health Science or Natural Science  *Pre-requisite: AWR 101, HON 100*  *Co-requisite: AWR 201* |  |  |
| HON 255 (4cr) – Idea Lab: Humanities/Fine Arts  *Pre-requisite: AWR 101, HON 100*  *Co-requisite: AWR 201* |  |  |
| HON 257 (4cr) – Idea Lab: Social Science  *Pre-requisite: AWR 101, HON 100*  *Co-requisite: AWR 201* |  |  |

### Honors Thesis

| **Honors Thesis Requirement** | **Course Taken** | **Semester Taken** |
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| HON 490 (6-10cr) – Thesis  *Pre-requisite: Students must be in good standing in the Honors Program and must have completed 60 credit hours of course work.* |  |  |

## 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 |  |  |
| 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/" \o "Elective Options).  *Pre-requisites will depend on the course chosen.* | **Course Taken** | **Semester Taken** |
| Major Elective (4cr) |  |  |
| Major Elective 300+ (4cr) |  |  |
| Major Elective 300+ (4cr) |  |  |