

# Public Relations Flow Chart

2014-2016

**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 Intregrated Brand Communication**  
*\* Grade of a 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; and 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 a 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.*

**Fourth Year**

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

**PR 367 WR**  
**Integated Communications Management**  
*Prerequisite: ADV344K, ADV 345J, MKT 320F with a grade of a C or higher, and PR 348*

**PR 352**  
**Strategies in PR**  
*Prerequisite: PR 348*

**PR 377K II**  
**Integated 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)