

College of Communication & Information
PROGRAM PLANNING FORM FOR M.S. IN COMMUNICATION & INFORMATION
ADPR 4+1 Concentration – Coordinated in the School of Advertising & Public Relations

Student Name _____

Semester Entered _____

Block 1 (6 hours): Core Advertising Courses (select 2)

Semester

- ____ (3) ADVT 510 – Advertising and Society _____
- ____ (3) ADVT 520 – Advertising and Communication Theory _____
- ____ (3) ADVT 540 – Advertising Decision Making _____
- ____ (3) ADVT 560 – Account Planning (cannot take if already completed ADVT 460) _____

Block 2 (6 hours): Core Public Relations Courses (select 2)

- ____ (3) PBRL 525 – Public Opinion _____
- ____ (3) PBRL 530 – Issues and Crisis Management _____
- ____ (3) PBRL 540 – Public Relations Management _____
- ____ (3) PBRL 550 – Public Relations Strategies _____

Block 3 (3 hours): Additional Strategic Communication Courses (select 1)

- ____ (3) ADPR 530 – Advertising and Public Relations Research _____
- ____ (3) ADPR 542 – Strategic Communication Management _____
- ____ (3) ADPR 562 – Social Media Strategy and Tactics _____

Block 4 (6 hours): Concept Application Courses (select 2 from Block 4)

Block 4A:

- ____ (3) ADVT 470 – Advertising Campaigns (only if not taken as undergrad) _____
- ____ (3) PBRL 470S – Public Relations Campaigns (only if not taken as undergrad) _____
- ____ (3) ADPR 590 – Advertising and Public Relations Project _____
- ____ (3) ADPR 592 – Advertising and Public Relations Internship _____
- ____ (3) CCI 540 – Communication Theory _____

Block 4B: (Maximum 3 hours)

- ____ (3) ADVT 597 – Advertising Independent Study _____
- ____ (3) PBRL 597 – Public Relations Independent Study _____

Block 5 (3 hours): ADPR Electives (select 1)

- ____ (3) Courses listed in blocks 1-4 may be used; ADPR/ADVT/PBRL 516 may also be used. Identify the course selected: _____

Block 6 (6 hours): General (select 2)

Any unused course listed above may be selected, or any CCI graduate course.

- ____ (3) Identify the first course selected: _____
- ____ (3) Identify the second course selected: _____

Student's signature: _____ Date: _____

Advisor _____ Signature: _____ Date: _____

Associate Dean _____ Signature: _____ Date: _____

Distribution: Advisor - one copy; Student - one copy; Associate Dean's Office - one copy. Sign in ink and submit hardcopy to Associate Dean's office.