# Customize Your ADPR Major

## 100 Level Required
- JOMC 162 Photo, JOMC 163 Video
- JOMC 164 Design, JOMC 165 Multimedia
- JOMC 101 Principles of Mass Media

## 200 Level Required
- ADPR 251 Introduction to ADPR
- ADPR 283 Strategy Development

## 300-400 Level Tracks: Choose 4 Classes

### Account Services:
- Client Relations & Strategy
- ADPR 357 Account Planning
- ADPR 360 Media Planning
- ADPR 364 Digital Insight & Analytics
- ADPR 381 ADPR Research
- ADPR 484 Brands & Branding
- ADPR 488 Media Sales & Promotion

### Public Relations:
- Managing Organization's Communications
- ADPR 207 Communicating to Public Audiences
- JOUR 201 Beginning Editing
- JOUR 202 Beginning Reporting
- ADPR 417 Crisis Communication
- ADPR 450 PR Theory & Strategy
- ADPR 451 PR Techniques

### Creative/Interactive:
- Elements of Promotion
- ADPR 323 Copy & Concept
- ADPR 333 Design & Layout
- ADPR 433 Art Direction
- ADPR 447 Creative Concepting
- ADPR 458 New Media
- ADPR 459 Digital Media Writing
- ADPR 483 Portfolio Development

Other ADPR 300-400 level courses also may be taken. A total of two classes may be taken from JOUR or BRDC or one from each.

## 400 Level Required
- JOMC 486 Mass Media Law
- ADPR 489 ADPR Campaigns
- ADPR 439 Student Competitions (Permission Only)
- JOMC 487 Mass Media & Society