

## **Advertising / Public Relations Sequence GPA and Course Requirements Advising Information**

There are several important requirements in the Advertising / Public Relations (Ad/PR) Sequence that were developed based on analysis of recommendations from professionals in the field, maintaining parity with other Ad/PR programs nationwide, and the performance of students in Ad/PR required courses. There are no exceptions to these requirements. These requirements are:

1. Students must complete 60 hours (or have junior status) and earn a 2.5 overall cumulative gpa or higher to qualify to take JOUR 3723 Advertising Principles and JOUR 3743 Public Relations Principles.
2. Students must earn a grade of B or higher in JOUR 3723 and JOUR 3743 to gain admission to the Ad/PR Sequence. A B or better must be earned in both courses before a student can qualify to take the upper level courses in the sequence.
3. Students may retake only once JOUR 3723 and/or JOUR 3743 to earn a grade of B or higher.

Again, these are firm rules and there are no exceptions.

Here are answers to questions we often get from students regarding these requirements.

### 1. Should I try to enter the Ad/PR Sequence if my gpa is below 2.5? Should I try to raise my gpa?

The answer is no, based on our experiences over a number of years in advising students who don't meet the requirements.

First, if you do not have a cumulative 2.5 gpa you cannot enter the Ad/PR sequence.

Second, if you do not have a 2.5 gpa by the time you're a Junior, you should select another major. Here's why. Students may try to take other classes several semesters to raise their gpa to 2.5. What we've seen over time is that many students cannot raise their gpas, so they spend several semesters of time and money in an effort that does not succeed. Then, if a student can get the gpa above 2.5, s/he often does not earn a B in JOUR 3723 and/or JOUR 3743. Then the student has to repeat the class to try to earn the B. This delays graduation even further. Students may fail to earn the B after retaking a class, and then still cannot enter the major.

Third, even if a student is able to raise and maintain a 2.5 gpa and earn a B in JOUR 3723 and JOUR 3743, graduation is delayed even further because these retaken courses only count once toward the hours needed for graduation. In other words, if you retake one or both classes, each will count only once toward the hours needed for graduation. For example, when you retake JOUR 3723 and/or JOUR 3743 it will count toward the hours you are enrolled for that semester only. JOUR 3723 and JOUR 3743 will each only count once or only for three hours each toward the 124 needed for graduation (if you take each course more than once).

## 2. What are other majors I might consider?

Contact the Fulbright College Advising Center at 575-3307 and make an appointment with the Career Counselor. This will help you find the major that's best for you. A career counselor can "Assist you in finding a home within the University where you can finish a program of study in a timely manner and get on with your life. Remember, there are many ways to achieve your career goals. Just because one door shuts doesn't mean that all doors and windows are shut." (From the University of Tennessee's Department of Advertising & Public Relations web site.)

## 3. Why were these requirements created for the Ad/PR Sequence?

We developed these requirements based on our experiences with students who fail or struggle in our advanced Ad/PR Sequence courses. We also developed them based on advice from professionals and to maintain parity with other Ad/PR programs. Our goal was to allow as many students as possible to attempt to enter the Ad/PR Sequence while maintaining standards for the benefit of our graduates. For example, here are the requirements at other Ad/PR programs.

**Louisiana State University - Manship School of Mass Communication – Advertising / PR**  
Students with a 3.00 LSU grade point average and a 3.00 cumulative grade point average will be given admission priority on a space available basis.

**University of Tennessee-Knoxville - Department of Advertising & Public Relations**  
Students in advertising or public relations must have a minimum 2.75 cumulative GPA.

**University of South Carolina - School of Journalism & Mass Communication**  
All students must maintain a minimum 2.50 GPA in USC courses in order to maintain good standing in the college. Entrance into 300+ level skill courses is competitive and is not guaranteed. No course may be repeated more than once by any student.

**University of Georgia – Dept. of Advertising & Public Relations – Grady College**  
Students must have a 2.8 minimum overall GPA. Admission to Grady's high demand majors is highly competitive, and acceptance is not guaranteed. The number of spaces available for new students varies by semester and is determined by the availability of teaching staff, classroom space, lab facilities and other resources for each major, as well as our commitment to help students proceed efficiently through our 4-semester programs.

**University of Florida - Department of Advertising - Department of Public Relations**  
Journalism and Communications is a limited admissions college; all applicants will be considered on a space-available basis. A grade point average of 3.0 (on all work attempted) and 60 hours of acceptable credit are required for admission at the junior year.

**University of Kentucky - Integrated Strategic Communication (Ad/PR)**  
Minimum gpa of 2.6 required.