

GVSU School of Communications Academic Advising Form

Advertising/Public Relations Major Courses

All Advertising/Public Relations Major must take the School of Communications core courses, the required courses in the major (slightly different for Public Relations and Advertising emphasis) and two electives. Use this form to plan and keep track of your progress.

| COURSE DESCRIPTION | | SEMESTER, YEAR TAKEN |
|---|---|----------------------|
| School of Communication Core Courses (9 credits) | | |
| <i>All students must take:</i> | | |
| COM 101—Concepts of Communication | | |
| COM 295—Theories of Communication | | |
| <i>Plus one of the following:</i> | | |
| COM 201—Speech | | |
| COM 215—Storymaking (SWS) | | |
| Advertising/Public Relations Major Core (36 credits) | | |
| CAP 105—Technology in Advertising and PR | | |
| CAP 115—Advertising/PR Research | | |
| CJR 256—Newsreporting I | | |
| CAP 210—Fundamentals of Advertising | | |
| CAP 220—Fundamentals of Public Relations (SWS) | | |
| PHI 325—Ethics in the Professions | | |
| CAP 400—Advertising/PR Campaigns | | |
| CAP 490--Internship | | |
| <i>Ad Emphasis must take:</i> | <i>PR Emphasis must take:</i> | |
| CAP 310—Advertising Management Cases | CAP 320—Public Relations Management Cases | |
| CAP 315—Advertising Copywriting | CAP 321—Media Relations Writing | |
| CAP 413—Media Planning | CAP 423—Corporate Communications | |
| COM 495—Issues in Communication (Capstone) | | |
| Electives (6 credits 200 level or above) see attached | | |
| <i>*Must be approved by advisor for record to reflect courses as electives.</i> | | |

*An APR minor is 21 credits that must include:

CAP 115, CAP 105, CAP 210, CAP 220, and *either* CAP 310 *or* CAP 320, plus 2 electives.

BS Degree: STA 215, SS 300, COM 375

BA Degree: 3rd semester (201 level) of a foreign language

***(See catalogue or online for general education requirements)*