

ADVERTISING AND PUBLIC RELATIONS-BA OR BS

REQUIRES AN EMPHASIS IN ADVERTISING OR PUBLIC RELATIONS

THIS IS A **GENERAL** CURRICULUM GUIDE AND IS NOT APPLICABLE TO EVERY STUDENT. IT IS IMPORTANT TO MEET WITH YOUR ADVISOR.

Advertising and Public Relations major (51 credits)	
School of Communications Core (9 credits)	Capstone (3 credits)
<ul style="list-style-type: none"> — COM 101 Concepts of Communication (3) — COM 295 Theories of Communication (3) Prerequisite: COM 101 <ul style="list-style-type: none"> — COM 201 Speech (3) <i>OR</i> — COM 215 SWS Storymaking (3) Prerequisite: WRT 150	<ul style="list-style-type: none"> — COM 495 Issues in Communications Prerequisite: Senior Standing
Advertising and Public Relations Major Core (18 credits)	
<ul style="list-style-type: none"> — CAP 105 Technology in Public Relations and Advertising (3) — CAP 115 Research Basics for Advertising & Public Relations (3) — CJR 256 News Reporting I Prerequisite: WRT 150	<ul style="list-style-type: none"> — CAP 210 Fundamentals of Advertising — CAP 220 Fundamentals of Public Relations (3) — PHI 325 Ethics in Professional Life Prerequisite: WRT 150 with a grade of C (not C-) or better Prerequisite: WRT 150 with a grade of C (not C-) or better
Emphasis Area (21 credits)	
Choose one emphasis: Advertising or Public Relations and complete all listed courses; contact an advisor for a list of elective options	
Advertising emphasis <ul style="list-style-type: none"> — CAP 310 Advertising Management and Cases (3) — CAP 315 Advertising Copywriting (3) — CAP 413 Media Planning Prerequisites: CAP 210 and 220 or permission of instructor <ul style="list-style-type: none"> — Elective _____ (3) — Elective _____ (3) — CAP 400 Advertising/Public Relations Campaign (3) — CAP 490 Internship in Advertising/Public Relations (1-6) Prerequisites: CAP 310 or CAP 320 and senior standing Prerequisites: Advertising/Public Relations major, junior status, and permission of advisor	Public Relations emphasis <ul style="list-style-type: none"> — CAP 320 Public Relations Management and Cases — CAP 321 Media Relations Writing — CAP 423 Writing Corporate Communications — Elective _____ (3) — Elective _____ (3) — CAP 400 Advertising/Public Relations Campaign (3) — CAP 490 Internship in Advertising/Public Relations (1-6) Prerequisite: CAP 220 Prerequisite: CJR 256 Prerequisites: CAP 310 or CAP 320 and senior standing Prerequisites: Advertising/Public Relations major, junior status, and permission of advisor
Degree: Choose one (B.A. or B.S.)	
Bachelor of Arts (B.A.)	Bachelor of Science (B.S.)
Third semester proficiency (201 level) is required for the B.A. degree. This may be fulfilled through language placement (http://www.gvsu.edu/ml/language-placement-the-opi-108.htm) or by completing the courses listed below <ul style="list-style-type: none"> — Language 101* (4) — Language 102* (4) (*Language 150 is a hybrid of 101 & 102 and is recommended for students with previous language background; students may move into Language 201 after completing 150) — Language 201 (4) 	<ul style="list-style-type: none"> — STA 215 Introduction to Statistics (3) — COM 300 Foundations of Communication Research (3) — COM 375 Communication Research (3) Prerequisite: MTH 110 or equivalent Prerequisites: COM 101, STA 215 Prerequisite: STA 215

It is imperative to meet with your faculty advisor and an advisor in the CLAS Academic Advising Center regularly.

The CLAS Academic Advising Center is located in C-1-140 MAK, 616-331-8585.

Online at: <http://www.gvsu.edu/clasadvising>

Sample Plan

Year One
CAP 115 (3)
CAP 105 (3)
COM 101 (3)
WRT 150 (4)
MTH 110 (4)
Year Two
CAP 210 (3)
CAP 220 (3)
CJR 256 (3)
COM 201 (3)
BA or BS Course (3-4)
BA or BS Course (3-4)

Year Three	
PR emphasis: CAP 321 (3) CAP 320 (3) PHI 325 (3) 1 st APR elective (3) BA or BS Course (3-4)	Ad Emphasis: CAP 315 (3) CAP 310 (3) PHI 325 (3) 1 st APR elective (3) BA or BS Course (3-4)
Year Four	
PR emphasis: CAP 423 (3) CAP 400 (3) COM 495 (3) 2 nd APR elective (3)	Ad Emphasis: CAP 413 (3) CAP 400 (3) COM 495 (3) 2 nd APR elective (3)

<p>*Students must complete a total of two courses with an SWS attribute</p> <p>*Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4 year time span</p> <p>*The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15</p> <p>*The internship (CAP 490) may be taken during the summer or fall/winter semesters</p> <p>*Electives are chosen by you but must be approved by your advisor and must be 200-level or above</p>

Declaring the Advertising and Public Relations Major with Emphasis

1. Log into myBanner from the GVSU homepage
2. Once logged in select "Student", "Student Records", and then, "Change Major"
3. Click on the "Change Major 1/Program" box
4. Click on the down arrow in the box next to "New Major 1/Program", from here scroll down and choose one of the following based on your degree and emphasis area (an emphasis MUST be chosen):

Advertising/Pub Relations-BA Advertising	Advertising/Pub Relations-BS Public Relations
Advertising/Pub Relations-BS Advertising	Advertising/Pub Relations-BA Public Relations
5. Click "Submit" and then "Change to New Program"

General Education Overlap

General Education Categories fulfilled by the Advertising and Public Relations major:
Mathematical Sciences: STA 215 if selecting the B.S. degree

Advertising and Public Relations Major Suggested Elective Courses

You must contact your faculty advisor to approve the courses you choose as electives. The following is a list of classes suggested as good elective choices for Ad and PR majors. Students can also choose other GVSU courses as electives so long as they are 200-level or higher and are not counting as general education courses.

Advertising Majors	Public Relations Majors
<p>Art & Design ART 210 Graphic Design I (prerequisite: Admission to Graphic Design Art major or Illustration Art major) ART 211 Graphic Design II (prerequisite: ART 210) ART 218 Design History ART 257 Life Drawing (prerequisites: ART 155, ART 157) ART 258 Intermediate Drawing (prerequisite: ART 155, ART 157, ART 257) ART 280 Introduction to Illustration (prerequisites: all foundation courses) ART 310 Graphic Design III (prerequisite: ART 211)</p> <p>Advertising/Public Relations (CAP courses not already used in the major) CAP 305 Sports Promotion CAP 311 Direct Advertising (prerequisite: CAP 210) CAP 320 Public Relations Cases and Management (prerequisite: CAP 220) CAP 321 Media Relations Writing (prerequisite: CJR 256) CAP 380 Special Topics CAP 423 Corporate Communications (prerequisite: CJR 256, CAP 321) CAP 425 International Advertising and Public Relations CAP 490 Internships in public relations (prerequisite: junior standing)</p> <p>Business BUS 201 Legal Environment for Business</p> <p>Broadcasting CBR 220 Beginning TV Studio Production CBR 240 Survey of Electronic Media CBR 281 Audio Production I CBR 320 Advanced TV Studio Production (prereq: CBR 220) CBR 340 Life on Television CBR 350 Broadcasting Operations (prereq: CBR 240) CBR 382 Audio Production II (prereq: CBR 281) CBR 485 Audio Production III (prereq: CBR 281, CBR 382)</p> <p>Communications COM 209 Health Communications COM 301 Interpersonal Communications COM 372 Global Communications COM 375 Communications Research (if not used in the cognate)</p> <p>Hospitality and Tourism Management HTM 452 Hospitality Marketing (prereq: MKT 350, STA 215, HTM 222 or 213)</p> <p>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours) MGT 331 Concepts of Management MGT 345 Teambuilding MGT 436 Small Business Management MGT 437 Family Business (prereq: permission of instructor) MGT 451 Introduction to Electronic Commerce (CS 160, MGT 268, CS 353)</p> <p>Marketing (prerequisite for Seidman classes: junior status, i.e., 55 hours) MKT 350 Marketing Management MKT 351 Consumer Behavior (prereq: MKT 350) MKT 352 Marketing Research (if not used in the cognate)</p>	<p>Advertising/Public Relations (CAP courses not already used in the major) CAP 305 Sports Promotion CAP 310 Advertising Cases and Management (Prereq: CAP 210) CAP 311 Direct Advertising (prerequisite: CAP 210) CAP 315 Advertising Copywriting (prereq: Cap 210) CAP 380 Special Topics CAP 413 Media Planning (prereq: CAP 210 and CAP 220) CAP 425 International Advertising and Public Relations CAP 490 Internships in public relations (prerequisite: junior standing)</p> <p>Business BUS 201 Legal Environment for Business ACC 213 Managerial Accounting (prereq: CS 150, ACC 212) ECO 200 Business Economics (prereq: MTH 110) FIN 320 Managerial Finance (prereq: ACC 212, MTH 110)</p> <p>Broadcasting CBR 220 Beginning TV Studio Production CBR 240 Survey of Electronic Media CBR 281 Audio Production I CBR 320 Advanced TV Studio Production (prereq: CBR 220) CBR 340 Life on Television CBR 350 Broadcasting Operations (prereq: CBR 240) CBR 368 Broadcast News I (prereq: CJR 256) CBR 382 Audio Production II (prereq: CBR 281) CBR 485 Audio Production III (prereq: CBR 281, CBR 382) CBR 468 Broadcast News II) (prereq: CJR 256, CBR 368) CBR 484 TV News Workshop (prereq: CJR 256, CBR 368, CBR 468)</p> <p>Communications COM 209 Health Communications COM 301 Interpersonal Communications COM 372 Global Communications COM 375 Communications Research (if not used in the cognate)</p> <p>Hospitality and Tourism Management HTM 202 International Tourism HTM 235 The Tourism System (prereq: HTM 101) HTM 353 Meeting Planning (prereq: MKT 350, HTM 222) HTM 452 Hospitality Marketing (prereq: MKT 350, STA 215, HTM 222 or 213)</p> <p>Journalism CJR 236 News in Society (prereq: CJR 256) CJR 270 News Reporting II (prereq: CJR 256) CJR 316 Editing (prereq: CJR 256) CJR 364 Article Writing (prereq: CJR 256) CJR 365 Advanced Editing (prereq: CJR 256, CJR 316) CJR 366 Arts Reporting and Criticism (CJR 256) CJR 390 Technical Writing (prereq: CJR 270) CJR 454 Community Reporting (prereq: CJR 270)</p> <p>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours) MGT 331 Concepts of Management MGT 333 Human Resource Management (prereq: MGT 331) MGT 334 Labor and Employment Law (prereq: MGT 331) MGT 345 Teambuilding</p>

Advertising and Public Relations Major Suggested Elective Courses

You must contact your faculty advisor to approve the courses you choose as electives. The following is a list of classes suggested as good elective choices for Ad and PR majors. Students can also choose other GVSU courses as electives so long as they are 200-level or higher and are not counting as general education courses.

Advertising Majors	Public Relations Majors
<p>MKT 354 Marketing Institutions (prereq: MKT 350) MKT 356 Professional Selling (prereq: MKT 350) MKT 357 Retailing (prereq: MKT 350) MKT 358 Advertising and Marketing Communications (prereq: MKT 350) MKT 359 Multinational Marketing (prereq: MKT 350) MKT 360 Information Technology in Marketing (prereq: MKT 350) MKT 380 Selected Topics in Marketing (prereq: MKT 350, permission) MKT 451 Marketing Strategy (prereq: MKT 350) MKT 455 Industrial Marketing (prereq: MKT 350) MKT 456 Sales Management (prereq: MKT 350, MKT 356)</p> <p>Photography CPH 175 Understanding Still Photography (This is an exception to the 200+ rule) CPH 372 Computer Photo I (prereq: ART 150 and CPH 175) CPH 373 Computer Photo II (prereq: ART 150, CPH 175, CPH 372)</p> <p>Psychology PSY 310 Behavior Modification (prereq: PSY 101) PSY 349 Psychology Applied to the Media PSY 355 Psychology and Culture (prereq: PSY 101) PSY 361 Perception (prereq: PSY 101) PSY 365 Cognition (prereq: PSY 101) PSY 377 Psychology of the Quest (prereq: junior standing)</p> <p>Writing WRT 200 Introduction to Professional Writing WRT 210 Writing with Style WRT 219 Introduction to Creative Writing (prereq: WRT 150, one lit course) WRT 350 Business Communication (prereq: WRT 150) WRT 351 Writing for the Web (Prereq: WRT 150)</p>	<p>MGT 430 Organizational Development (prereq: MGT 331) MGT 431 Advanced Human Resources Management (MGT 331, MGT 333) MGT 436 Small Business Management MGT 466 International Management and Multinational Corporations</p> <p>Marketing (prerequisite for Seidman classes: junior status, i.e., 55 hours) MKT 350 Marketing Management MKT 351 Consumer Behavior (prereq: MKT 350) MKT 353 Marketing Negotiations MKT 354 Marketing Institutions (prereq: MKT 350) MKT 358 Advertising and Marketing Communications (prereq: MKT 350) MKT 359 Multinational Marketing (prereq: MKT 350) MKT 451 Marketing Strategy (prereq: MKT 350) MKT 455 Industrial Marketing (prereq: MKT 350)</p> <p>Photography CPH 175 Understanding Still Photography (This is an exception to the 200+ rule) CPH 372 Computer Photo I (prereq: ART 150 and CPH 175) CPH 373 Computer Photo II (prereq: ART 150, CPH 175, CPH 372)</p> <p>Political Science PLS 202 American Election Campaigns (prereq: PLS 102) PLS 203 State Politics (prereq: PLS 102 or junior standing) PLS 205 The Policy Process (prereq: PLS 102 or junior standing) PLS 211 International Relations PLS 304 Political Parties & Interest Groups (prereq: PLS 102 or junior standing) PLS 312 U.S. Foreign Policy (prereq: PLS 102, 103 or junior standing) PLS 313 International Organizations (prereq: PLS 103, 211 or junior standing) PLS 340 American Public Opinion & the Mass Media (prereq: PLS 102, junior) PLS 341 Elections and Voting Behavior (prereq: PLS 102, STA 215, SS 300)</p> <p>Psychology PSY 310 Behavior Modification (prereq: PSY 101) PSY 349 Psychology Applied to the Media PSY 355 Psychology and Culture (prereq: PSY 101) PSY 361 Perception (prereq: PSY 101) PSY 365 Cognition (prereq: PSY 101) PSY 377 Psychology of the Quest (prereq: junior standing) PSY 381 Group Dynamics (prereq: PSY 101)</p> <p>Public and Nonprofit Administration PA 270 Public Administration PA 307 Local Politics and Administration PA 335 Grant Writing PA 360 Volunteerism and the Nonprofit Sector</p> <p>Writing WRT 200 Introduction to Professional Writing WRT 210 Writing with Style WRT 219 Introduction to Creative Writing (prereq: WRT 150, one lit course) WRT 350 Business Communication (prereq: WRT 150) WRT 351 Writing for the Web (Prereq: WRT 150)</p>