

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 (60 credits)	
School of Communications Core (9 credits)	Capstone (3 credits)
<ul style="list-style-type: none"> — COM 101 Concepts of Communication (3) — COM 295 Communication Theory (3) Prerequisite: COM 101 — COM 201 Speech (3) 	<ul style="list-style-type: none"> — CAP 495 Advertising and Public Relations Campaigns (3) Prerequisite: CAP 310 or CAP 320 and 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) — ART 209 Graphic Design Basics (3) — CAP 210 Fundamentals of Advertising (3) Prerequisite: WRT 130 or 150 with a grade of C (not C-) or better, CAP 105, AND CAP 115. 	<ul style="list-style-type: none"> — CAP 220 SWS Fundamentals of Public Relations (3) Prerequisite: WRT 130 or 150 with a grade of C (not C-) or better, CAP 105, AND CAP 115. — CAP 325 Ad and Public Relations Ethics and Law (3) Prerequisite: CAP 210 and CAP 220 <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> — CAP/PHI 325 Ethics in Professional Life (3) Prerequisite: Junior standing
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	
<p style="text-align: center;">Advertising emphasis</p> <ul style="list-style-type: none"> — WRT 219 Creative Writing (3) Prerequisite: WRT 130 or 150 — CAP 310 Advertising Management and Cases (3) Prerequisite: CAP 210 — CAP 315 Advertising Copywriting (3) — CAP 413 Media Planning (3) Prerequisites: CAP 210 and 220 or permission of instructor — Elective _____ (3) — Elective _____ (3) — CAP 490 Internship in Advertising/Public Relations (3) <i>Prerequisites:</i> Advertising/Public Relations major, and junior status. All internships require a permit for registration. See internship agreement form on the School of Communication web site (www.gvsu.edu/soc). 	<p style="text-align: center;">Public Relations emphasis</p> <ul style="list-style-type: none"> — JBM 256 SWS News Reporting (3) Prerequisite: WRT 130 or 150 — CAP 320 Public Relations Management and Cases (3) Prerequisite: CAP 220 — CAP 321 Media Relations Writing (3) Prerequisite: JBM 256 — CAP 423 Writing Corporate Communications (3) Prerequisite: CAP 220 — Elective _____ (3) — Elective _____ (3) — CAP 490 Internship in Advertising/Public Relations (3) <i>Prerequisites:</i> Advertising/Public Relations major, and junior status. All internships require a permit for registration. See internship agreement form on the School of Communication web site (www.gvsu.edu/soc).
Degree: Choose one (B.A. or B.S.)	
Bachelor of Arts (B.A.)	Bachelor of Science (B.S.)
<p>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</p> <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) Prerequisite: MTH 110 or equivalent — COM 275 Foundations of Communication Research (3) Prerequisites: COM 101 — COM 375 Communication Research (3) Prerequisite: STA 215 and COM 275

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
COM 101 (3)
CAP 115 (3)
CAP 105 (3)
ART 209 (3)
¹ WRT 130 or 150 (3-4)
MTH 110 (4)
Year Two
COM 201 (3)
COM 295 (3)
CAP 210 (3)
² CAP 220 (3)
WRT 219 OR ² JBM 256 (3)
BA or BS Course (3-4)
BA or BS Course (3-4)

Year Three	
PR emphasis: CAP 321 (3) CAP 320 (3) CAP/PHI 325 (3) 1 st APR elective (3) BA or BS Course (3-4)	Ad Emphasis: CAP 315 (3) CAP 310 (3) CAP/PHI 325 (3) 1 st APR elective (3) BA or BS Course (3-4)
Year Four	
PR emphasis: CAP 423 (3) CAP 495 (3) 2 nd APR elective (3) CAP 490 (1-6)	Ad Emphasis: CAP 413 (3) CAP 495 (3) 2 nd APR elective (3) CAP 490 (1-6)

*Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4-year time span
*The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15.

*The internship (CAP 490) may be taken during the summer or fall/winter semesters
*Electives are chosen by you but must be approved by your advisor and must be 200-level or above

¹Students who self-place into WRT 120 should take this course in the fall semester and then take WRT 130 in the winter semester of their first year. WRT 150 can take it in either semester during their first year. Students will not need to take WRT 150 if they have earned credit for the course through AP/Dual Enrollment. A grade of C or better (**NOT A C-**) is required in WRT 130 or 150 to satisfy the WRT requirement.

²SWS = Supplemental Writing Skills. Students must complete 2 courses with a SWS attribute.

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
<p>Arts: WRT 219 (Advertising emphasis)</p> <p>Mathematical Sciences: STA 215 if selecting the B.S. degree</p> <p>Social and Behavioral Science: COM 201</p> <p>Issues: PHI 325</p> <p>Supplemental Writing Skills (SWS): CAP 220 and JBM 256 if choosing Public Relations Emphasis</p>
Social Media and Analytics Badge (9 Credits) - OPTIONAL
<p>___ CAP 330 – Social Media Strategy</p> <p>___ CAP 331 – Social Media Analytics</p> <p>___ CAP 415 – Social Media Campaign</p> <p>Prerequisite: CAP 330 & 331</p>

Advertising and Public Relations Major Suggested Elective Courses

The following courses are suggested as electives for Advertising and Public Relations majors and minors and if you take these they will be automatically applied as electives on MyPath. Elective suggestions are listed separately based on a student's emphasis in advertising or public relations. There may be courses at GVSU not on this list that would also be appropriate.

- **Electives must be 200-level or above and not already taken for other university requirements, such as general education or themes. Courses from another major/minor may be allowed.**
- **Electives NOT on the list must be approved by your faculty advisor so that they will show up under MyPath under the major/minor and not just as free electives.**
- **Check the online catalog to see if an elective course you are interested in has prerequisites listed. You will have to ask the professor teaching the course you want to take if they will allow a prerequisite override for you.**

Advertising Majors	Public Relations Majors
<p>Art & Design ART 149 Introduction to Visual Composition INT 323 Design Thinking To Meet Real-World Needs</p> <p>Advertising/Public Relations (CAP courses not already used in the major) CAP 305 Sports Promotion CAP 320 Public Relations Cases and Management CAP 321 Media Relations Writing CAP 330 Social Media Strategy CAP 331 Social Media Analytics CAP 380 Special Topics CAP 415 Social Media Campaign CAP 423 Corporate Communications CAP 425 International Advertising and Public Relations</p> <p>Business BUS 201 Legal Environment for Business</p> <p>Communications COM 203 Argument and Analysis COM 209 Health Communications COM 210 Nonverbal Communication COM 215 Story Making (SWS) COM 301 Interpersonal Communications COM 302 Small Group Communication COM 320 Vision and Culture COM 372 Global Communications COM 375 Communications Research (if not used in the cognate) COM 378 Intercultural Communication</p> <p>Digital Studies DS 201 Digital Identities and Communities DS 202 Digital Data and Design</p> <p>Film and Video FVP 282 Audio Production I FVP 382 Audio Production II</p> <p>Hospitality and Tourism Management HTM 452 Hospitality Marketing</p> <p>Management (prerequisite for Seidman classes: JR status, i.e., 55 hours) MGT 331 Concepts of Management MGT 345 Teambuilding MGT 436 Small Business Management MGT 437 Family Business MGT 451 Introduction to Electronic Commerce</p>	<p>CAP 305 Sports Promotion CAP 310 Advertising Cases and Management CAP 315 Advertising Copywriting CAP 330 Social Media Strategy CAP 331 Social Media Analytics CAP 380 Special Topics CAP 413 Media Planning CAP 415 Social Media Campaign CAP 425 International Advertising and Public Relations</p> <p>Business BUS 201 Legal Environment for Business ACC 213 Managerial Accounting ECO 200 Business Economics FIN 300 Fundamentals of Finance FIN 320 Managerial Finance</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>Digital Studies DS 201 Digital Identities and Communities DS 202 Digital Data and Design</p> <p>Film and Video FVP 282 Audio Production I FVP 382 Audio Production II</p> <p>Hospitality and Tourism Management HTM 202 International Tourism HTM 235 The Tourism System HTM 353 Meeting Planning HTM 452 Hospitality Marketing</p> <p>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours) MGT 331 Concepts of Management MGT 333 Human Resource Management MGT 334 Labor and Employment Law MGT 345 Teambuilding MGT 430 Organizational Development MGT 431 Advanced Human Resources Management MGT 436 Small Business Management MGT 466 International Management and Multinational Corporations</p>
Advertising/Public Relations (CAP courses not already used in the major)	

Advertising Major	Public Relations Majors
<p>Marketing (prerequisite for Seidman classes: JR status, i.e., 55 hours) MKT 300 Marketing Management MKT 351 Consumer Behavior MKT 352 Marketing Research (if not used in the cognate) MKT 354 Marketing Institutions MKT 356 Professional Selling MKT 357 Retailing MKT 358 Advertising and Marketing Communications) MKT 359 Multinational Marketing MKT 360 Information Technology in Marketing MKT 380 Selected Topics in Marketing MKT 451 Marketing Strategy MKT 455 Industrial Marketing</p> <p>Journalism, Broadcasting, & Digital Media JBM 184 Television Media Production JBM 236 News in Society JBM 256 News Reporting (SWS) JBM 290 Journalism History JBM 320 Advanced TV Studio Production</p> <p>Photography PHO 272 Intermediate Photography PHO 373 Advanced Digital Photography</p> <p>Psychology PSY 310 Behavior Modification PSY 349 Psychology Applied to the Media PSY 355 Psychology and Culture PSY 361 Perception PSY 365 Cognition</p> <p>Writing WRT 200 Introduction to Professional Writing WRT 210 Writing with Style WRT 350 Writing in the Workplace WRT 350 Advanced Composition WRT 351 Writing for the Web</p>	<p>Marketing (prerequisite for Seidman classes: JR status, i.e., 55 hours) MKT 300 Marketing Management MKT 351 Consumer Behavior MKT 353 Marketing Negotiations MKT 354 Marketing Institutions MKT 358 Advertising and Marketing Communications MKT 359 Multinational Marketing MKT 451 Marketing Strategy MKT 455 Industrial Marketing</p> <p>Journalism, Broadcasting, & Digital Media JBM 184 Television Media Production JBM 236 News in Society JBM 256 News Reporting (SWS) JBM 260 Multimedia Journalism Workshop JBM 265 Introduction to Radio JBM 290 Journalism History JBM 284 Broadcast News I JBM 316 Editing JBM 320 Advanced TV Studio Production JBM 365 Advanced Editing JBM 384 Broadcast News II JBM 460 Multimedia Reporting</p> <p>Photography PHO 272 Intermediate Photography PHO 373 Advanced Digital Photography</p> <p>Political Science PLS 202 American Election Campaigns PLS 203 State Politics PLS 205 The Policy Process PLS 211 International Relations PLS 304 Political Parties & Interest Groups PLS 312 U.S. Foreign Policy PLS 313 International Organizations PLS 340 American Public Opinion & the Mass Media PLS 341 Elections and Voting Behavior</p> <p>Psychology PSY 310 Behavior Modification PSY 349 Psychology Applied to the Media PSY 355 Psychology and Culture PSY 361 Perception PSY 365 Cognition PSY 377 Psychology of the Quest PSY 381 Group Dynamics</p> <p>Public and Nonprofit Administration PNH 270 Public Administration PNH 307 Local Politics and Administration PNH 335 Grant Writing PNH 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 WRT 350 Business Communication WRT 351 Writing for the Web</p>
Advertising/Public Relations (CAP courses not already used in the major)	