

ADVERTISING AND PUBLIC RELATIONS-BA OR BS

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) (<i>CLAS Voyage: Embarking</i>) — COM 295 Communication Theory (3) <i>Prerequisite: COM 101</i> — COM 201 Speech (3) (<i>CLAS Voyage: Experiential</i>) 	<ul style="list-style-type: none"> — CAP 495 Advertising and Public Relations Campaigns (3) (<i>CLAS Voyage: Capstone</i>) <i>Prerequisites: CAP 310 or CAP 320 and senior standing. Only available in Fall or Winter Semesters. This course provides a hands-on learning experience working with real clients</i>

Advertising and Public Relations Major Core (21 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) — CAP 210 Fundamentals of Advertising (3) (<i>CLAS Voyage: Experiential Learning</i>) <i>Prerequisites: WRT 130 or 150 with a grade of C or higher, CAP 105, and CAP 115.</i> — ²CAP 220 SWS Fundamentals of Public Relations (3) (<i>CLAS Voyage: Experiential Learning</i>) <i>Prerequisites: WRT 130 or 150 with a grade of C or higher, CAP 105, and CAP 115.</i> 	<ul style="list-style-type: none"> — ART 209 Graphic Design Basics (3) — CAP 325 Advertising and Public Relations Ethics and Law (3) <i>Prerequisites: CAP 210 and CAP 220</i> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> — PHI 325 Ethics in Professional Life (3) <i>Prerequisite: Junior standing</i> — CAP 490 Internship in Advertising/Public Relations (3) <i>Prerequisites: Advertising/Public Relations major, at least junior status, and completion of TWO 300-level CAP courses. All internships require a permit for registration. See the internship agreement form on the school of Communication website (www.gvsu.edu/soc).</i>
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Major Courses (18 credits)

With the assistance of your advisor, choose six courses for 18 major program elective credits from the list below to satisfy your major requirements

<ul style="list-style-type: none"> — CAP 211 Strategic Influencer Communication (3) <i>Prerequisite: CAP 105 or permission of instructor</i> — CAP 212 Search Engine Optimization (3) <i>Prerequisite: CAP 105 or permission of instructor</i> — CAP 213 Social Media and Crisis Communication (3) <i>Prerequisite: CAP 105 or permission of instructor</i> — CAP 214 Digital Brand Storytelling (3) <i>Prerequisite: CAP 105 or permission of instructor</i> — CAP 305 Sports Promotion (3) <i>Prerequisite: Junior Standing</i> — CAP 310 Advertising Management and Cases (3) <i>Prerequisite: CAP 210</i> — CAP 315 Advertising Copywriting (3) — CAP 320 Public Relations Management and Cases (3) <i>Prerequisite: CAP 220</i> 	<ul style="list-style-type: none"> — CAP 330 Social Media Strategy (3) * <i>Prerequisite: Junior Standing</i> — CAP 331 Social Media Analytics (3) * <i>Prerequisite: Junior Standing</i> — CAP 413 Media Planning (3) <i>Prerequisites: CAP 210 and 220 or permission of the instructor</i> — CAP 415 Social Media Campaigns (3) * <i>Prerequisites: CAP 330 and CAP 331</i> — ²CAP 423 SWS Writing Corporate Communications (3) <i>Prerequisites: CAP 220 & WRT 150 or WRT 130</i> — CAP 425 International Advertising and Public Relations (3) <i>Prerequisites: CAP 210 or CAP 220</i> — CAP 494 Advertising and Public Relations Agency Experience (3) <i>Prerequisite: Permission of the Instructor</i> <i>This course provides a hands-on learning experience working with real clients</i>
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Advisor Approved Elective Courses (6 credits) (*list of pre-approved options found on page three*)

Select a minimum of two courses for six (6) credits at the **200-level or above** that complement your studies in advertising and public relations.

Elective One _____ (3)

Elective Two _____ (3)

Degree: Choose one (B.A. or B.S.)

Bachelor of Arts (B.A.)

Option 1: Third semester proficiency (201 level) required. This may be fulfilled through the language placement test (<https://www.gvsu.edu/ml/language-testing-8#LPE>) or by completing the courses listed below:

[Language 101*(4), 102*(4) and 201*(4)] or [Language 150*(4) and 201*(4)]
-150 is a hybrid of 101 & 102 and is recommended for students with previous language background; students may move into Language 201 after completing Language 150).

*A grade of C or better (not C-) is required for language courses

Option 2: American Sign Language (12 credits)

ASL 201(3), ASL 202(3), ASL 203(3) and ASL 421 or 380 (3)

Bachelor of Science (B.S.)

- **STA 215 Introduction to Statistics (3)**
Prerequisite: MTH 108+MTH 109 or MTH 110, or fulfillment of MTH 110 through [Math Placement](#)
- **COM 374 Qualitative Communication Research Methods (3)**
Prerequisite: COM 101
- **COM 375 Quantitative Communication Research Methods (3)**
Prerequisites: STA 215 and COM 374

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 105 (3) CAP 115 (3) ART 209 (3) ¹ WRT 120+130 or WRT 150 (3-4) BA or BS Course (3-4) BA or BS Course (3-4) General Education General Education
Year Two
COM 295 (3) ² COM 201 (3) CAP 210 (3) CAP 220 (3) BA or BS Course (3-4) General Education General Education General Education General Education General Education

Year Three
PHI 325 or CAP 325 (3) CAP Elective (3) CAP Elective (3) CAP Elective (3) CAP Elective (3) Advisor Approved Elective #1 (3) BA or BS Course (3-4) (if needed) General Education General Education General Education Issues
Year Four
CAP Elective (3) CAP Elective (3) Advisor Approved Elective #2 (3) CAP 495 (3) CAP 490 (3-6) Issues Free Electives as needed

Freshman (0-24 credits) Sophomore (25-54 credits) Junior (55-84 credits) Senior (85+ credits) 120 cr. required to earn degree
*Complete an average of 30 credits per year to earn the required 120 credits and 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. (12 credits is the minimum required to be full-time).
*Please pay attention to prerequisite classes. Generally speaking, the CAP 100's come before CAP 200's, 200's before 300's. This builds the skill scaffolding needed for success.
*The internship (CAP 490) may be taken during the summer or fall/winter semesters, repeatable for up to 9 total credits.

¹Students who self-place into WRT 120 should take it in the fall semester and then take WRT 130 in the winter semester of their first year. WRT 150 can be taken either semester during the 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 higher (**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 an SWS attribute.

General Education/Major Overlap		
Mathematical Sciences: STA 215 (if selecting BS degree)	Supplemental Writing Skills (SWS): CAP 220, CAP 423	
Social and Behavioral Sciences: COM 201	Issues: CAP 331, CAP 315, PHI 325	
CLAS Voyage:		
Embarking: COM 101	https://www.gvsu.edu/clas/clas-voyage-1184.htm 	
Experiential Learning (need two): COM 201, CAP 210, CAP 220		
Capstone: CAP 495		
Social Media & Analytics Badge (9 credits) -- OPTIONAL		
CAP 330 Social Media Strategy	CAP 331 Social Media Analytics	CAP 415 Social Media Campaign <i>Prerequisite: CAP 330 & 331</i>

Declaring the Advertising and Public Relations Major

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

“Advisor Approved Elective” Courses

The following courses are pre-approved electives for Advertising and Public Relations majors and minors. You will need to take two 200+ level electives to satisfy this category, but the specific 100 level courses listed below are also eligible to count. Speak to your faculty major advisor if you have questions about whether a course meets this requirement or if there is a course not on this list you would like to be considered.

Art & Design

ART 149 Introduction to Visual Composition
INT 323 Design Thinking to Meet Real-World Needs

Advertising/Public Relations (CAP courses not already used in the major)

CAP 305 Sports Promotion
CAP 310 Advertising Cases and Management
CAP 315 Advertising Copywriting
CAP 320 Public Relations Cases and Management
CAP 330 Social Media Strategy
CAP 331 Social Media Analytics (*Issues*)
CAP 380 Special Topics
CAP 413 Media Planning
CAP 415 Social Media Campaign
CAP 423 Corporate Communications (*SWS*)
CAP 425 International Advertising and Public Relations

Business

BUS 201 Legal Environment for Business
ACC 213 Managerial Accounting
ECO 200 Business Economics
FIN 300 Fundamentals of Finance
FIN 320 Managerial Finance

Communications

COM 203 Argument and Analysis
HCO 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 (*Issues*)

Digital Studies

DS 201 Digital Identities and Communities (*SBS Gen Ed*)
DS 202 Digital Data and Design

Film and Video

FVP 282 Audio Production I

Hospitality and Tourism Management

HTM 202 International Tourism (*GP Gen Ed*)
HTM 235 The Tourism System
HTM 240 Introduction to Meeting and Event Management
HTM 452 Hospitality Marketing

Journalism, Broadcasting, & Digital Media

JBM 184 Introduction to Broadcasting
JBM 256 News Reporting (*SWS*)
JBM 260 Digital Journalism Workshop
JBM 265 Introduction to Radio
JBM 290 Media History (*US Gen Ed*)
JBM 284 Broadcast News I
JBM 316 News Design and Layout
JBM 365 Advanced Editing
JBM 384 Broadcast News II
JBM 460 Multimedia Reporting

Photography

PHO 170 Introduction to Photography (*Arts Gen Ed*)
PHO 172 Photography II
PHO 272 Intermediate Photography
PHO 373 Advanced Digital Photography

Political Science

PLS 203 State Politics
PLS 205 The Policy Process
PLS 211 International Relations (*SBS & GP Gen Ed*)
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

Psychology

PSY 310 Behavior Modification
PSY 349 Psychology Applied to the Media
PSY 355 Psychology and Culture (*GP Gen Ed*)
PSY 361 Perception
PSY 365 Cognition
PSY 381 Group Dynamics

Public and Nonprofit Administration

PNH 101 Public and Nonprofit Organizations in Action (*SBS Gen Ed*)
PNH 307 Local Politics and Administration
PNH 335 Grant Writing
PNH 360 Volunteerism and the Nonprofit Sector

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 437 Family Business
MGT 466 International Management and Multinational Corporations (*GP Gen Ed*)

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 353 Marketing Negotiations
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

Writing

WRT 200 Introduction to Professional Writing
WRT 210 Introduction to Style
WRT 219 Introduction to Creative Writing (*Arts Gen Ed*)
WRT 350 Business Communication
WRT 351 Writing for the Web