



Advertising and Public Relations Minor

Requirements for a minor in advertising and public relations are courses selected with the permission of a faculty advisor for a total of 21 credits.

Complete all of the following:

_____ CAP 105 – Technology in Public Relations and Advertising

_____ CAP 115 – Research Basics for Advertising and Public Relations

_____ CAP 210 – Fundamentals of Advertising (Prereq: WRT 150)

_____ CAP 220 – Fundamentals of Public Relations (Prereq: WRT 150)

AND

_____ CAP 310 – Advertising Management and Cases (Prereq: CAP 210)

OR CAP 320 – Public Relations Management and Cases (Prereq: CAP 220)

Complete two electives. Go to the Advertising and Public Relations page on the School of Communications website to see a list of suggested electives. Any of these can be used without prior approval of an advisor. However, suggested electives need to be signed off by faculty. If a class you would like to take is not on the list, see your faculty advisor.

_____ Elective

_____ Elective

It is imperative to meet with your faculty advisor or an advisor in the CLAS Academic Advising Center early in your career.

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

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

Prepared by CLAS Academic Advising Center – 3/12/14