



Advertising and Public Relations Minor

Requirements for a minor in Advertising and Public Relations are the following courses 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 105, & CAP 115)
- _____ CAP 220 – Fundamentals of Public Relations (Prereq: WRT 150, CAP 105, & CAP 115)

AND

- _____ CAP 310 – Advertising Management and Cases (Prereq: CAP 210)
- OR** CAP 320 – Public Relations Management and Cases (Prereq: CAP 220)

Complete two electives (6 credits total). Go to the advising link on the Advertising and Public Relations web site (www.gvsu.edu/soc/apr) 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