

# 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)
— <b>COM 101 Concepts of Communication</b> (3) — <b>COM 295 Communication Theory</b> (3) Prerequisite: COM 101 — <b>COM 201 Speech</b> (3)	— <b>CAP 495 Advertising and Public Relations Campaigns</b> (3) Prerequisites: CAP 310 or CAP 320 <u>and</u> senior standing; Only available to take in Fall or Winter Semesters.
Advertising and Public Relations Major Core (21 credits)	
— <b>CAP 105 Technology in Public Relations and Advertising</b> (3) — <b>CAP 115 Research Basics for Advertising &amp; Public Relations</b> (3) — <b>ART 209 Graphic Design Basics</b> (3) — <b>CAP 210 Fundamentals of Advertising</b> (3) Prerequisites: WRT 130 or 150 with a grade of C (not C-) or better, CAP 105, AND CAP 115. — <b><sup>2</sup>CAP 220 SWS Fundamentals of Public Relations</b> (3) Prerequisites: WRT 130 or 150 with a grade of C (not C-) or better, CAP 105, AND CAP 115.	— <b>CAP 325 Advertising and Public Relations Ethics and Law</b> (3) Prerequisites: CAP 210 and CAP 220 <b>OR</b> — <b>PHI 325 Ethics in Professional Life</b> (3) Prerequisite: Junior standing — <b>CAP 490 Internship in Advertising/Public Relations</b> (3) <i>Prerequisites:</i> Advertising/Public Relations major, <u>at least</u> junior status, <b>AND</b> 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 ( <a href="http://www.gvsu.edu/soc">www.gvsu.edu/soc</a> ).

## Major Courses (18 credits)

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

---- <b>CAP 305 Sports Promotion</b> (3) Prerequisite: Junior Standing — <b>CAP 310 Advertising Management and Cases</b> (3) Prerequisite: CAP 210 — <b>CAP 315 Advertising Copywriting</b> (3) — <b>CAP 320 Public Relations Management and Cases</b> (3) Prerequisite: CAP 220 — <b>CAP 321 Media Relations Writing</b> (3) Prerequisite: JBM 256 — <b>CAP 330 Social Media Strategy</b> (3) * Prerequisite: Junior Standing — <b>CAP 331 Social Media Analytics</b> (3) * Prerequisite: Junior Standing	--- <b>CAP 413 Media Planning</b> (3) Prerequisites: CAP 210 and 220 or permission of the instructor — <b>CAP 415 Social Media Campaigns</b> (3) * Prerequisites: CAP 330 and CAP 331 — <b><sup>2</sup>CAP 423 SWS Writing Corporate Communications</b> (3) Prerequisites: CAP 220 & WRT 150 or WRT 130 — <b>CAP 425 International Advertising and Public Relations</b> (3) Prerequisite: CAP 210 or CAP 220 — <b>CAP 494 Advertising and Public Relations Agency Experience</b> (3) Prerequisite: Permission of the Instructor  *Complete these three courses (9 credits) to unlock the Social Media and Analytics Undergraduate Badge
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## Advisor Approved Elective Courses (6 credits)

There are a minimum of six (6) credits required. With advisor approval, select a minimum of two (2) courses for six (6) credits at the 200-level or above that complement your studies in advertising and public relations. Courses from other departments are encouraged.

Elective One \_\_\_\_\_ (3)

Elective Two \_\_\_\_\_ (3)

## 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 ( <a href="http://www.gvsu.edu/mlt/language-placement-the-opi-108.htm">http://www.gvsu.edu/mlt/language-placement-the-opi-108.htm</a> ) or by completing the courses listed below — <b>Language 101*</b> (4) — <b>Language 102*</b> (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) — <b>Language 201</b> (4) <i>*Students interested in American Sign Language must complete FOUR semesters (12 credits) of ASL to fulfill the B.A. requirement: ASL 201, 202, 203 and (380 or 421).</i>	— <b>STA 215 Introduction to Statistics</b> (3) Prerequisite: MTH 110 or equivalent — <b>COM 374 Qualitative Communication Research Methods</b> (3) Prerequisites: COM 101 — <b>COM 375 Quantitative Communication Research Methods</b> (3) Prerequisite: 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) <sup>1</sup> WRT 130 or 150 (3-4) MTH 110 (4) (if needed and B.S.)
Year Two
COM 201 (3) COM 295 (3) CAP 210 (3) <sup>2</sup> CAP 220 (3) WRT 219 OR <sup>2</sup> JBM 256 (3) BA or BS Course (3-4) BA or BS Course (3-4)

Year Three	
CAP 321 (3) CAP 320 (3) CAP 325 (3) 1 <sup>st</sup> APR elective (3) BA or BS Course (3-4)	CAP 315 (3) CAP 310 (3) CAP 325 (3) 1 <sup>st</sup> APR elective (3) BA or BS Course (3-4)
Year Four	
CAP 423 (3) CAP 495 (3) 2 <sup>nd</sup> APR elective (3) CAP 490 (3-6)	CAP 413 (3) CAP 495 (3) 2 <sup>nd</sup> 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.  
\*Please pay attention to pre-requisite classes. Generally speaking, 100's before 200's, 200's before 300's, and so on gives you the skill scaffolding you need for success.  
\*The internship (CAP 490) may be taken during the summer or fall/winter semesters, repeatable for up to 9 total credits.  
\*Electives are chosen by you but must be approved by your advisor and must be 200-level or above

<sup>1</sup>Students 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.

<sup>2</sup>SWS = Supplemental Writing Skills. Students must complete 2 courses with an SWS attribute.

### 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"

General Education Overlap
<b>Mathematical Sciences:</b> STA 215 if selecting the B.S. degree <b>Social and Behavioral Science:</b> COM 201 <b>Issues:</b> CAP 331 <b>Supplemental Writing Skills (SWS):</b> CAP 220, CAP 423
Social Media and Analytics Badge (9 Credits) - OPTIONAL
___ CAP 330 – Social Media Strategy  ___ CAP 331 – Social Media Analytics  ___ CAP 415 – Social Media Campaign Prerequisite: CAP 330 & 331

## Advertising and Public Relations Major “Advisor Approved 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 advisor-approved electives on MyPath. There may be courses at GVSU not on this list that would also be appropriate. Check with your advisor.

- **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.**

### 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 321 Media Relations Writing  
CAP 330 Social Media Strategy  
CAP 331 Social Media Analytics  
CAP 380 Special Topics  
CAP 413 Media Planning  
CAP 415 Social Media Campaign  
CAP 423 SWS Corporate Communications  
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  
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

### Digital Studies

DS 201 Digital Identities and Communities  
DS 202 Digital Data and Design

### Film and Video

FVP 282 Audio Production I  
FVP 382 Audio Production II

### Hospitality and Tourism Management

HTM 202 International Tourism  
HTM 235 The Tourism System  
HTM 353 Meeting Planning  
HTM 452 Hospitality Marketing

### Journalism, Broadcasting, & Digital Media

JBM 184 Introduction to Broadcasting  
JBM 236 News in Society  
JBM 256 News Reporting (SWS)  
JBM 260 Digital Journalism Workshop  
JBM 265 Introduction to Radio  
JBM 290 Media History  
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  
PHO 172 Photography II  
PHO 272 Intermediate Photography  
PHO 373 Advanced Digital Photography

### 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

### 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

### 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

### 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 437 Family Business  
MGT 451 Introduction to Electronic Commerce  
MGT 466 International Management and Multinational Corporations

### 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 Writing with Style  
WRT 219 Introduction to Creative Writing  
WRT 350 Business Communication  
WRT 351 Writing for the Web