# GVSU School of Communications
# Academic Advising Form

## Advertising/Public Relations Major

All Advertising/Public Relations Major must take the School of Communications core courses, the required courses in the major (slightly different for Public Relations and Advertising) and several electives. Use this form to plan and keep track of your progress.

| COURSE DESCRIPTION | | SEMESTER, YEAR TAKEN |
|---|---|---|
| **School of Communication Core Courses (9 credits)** | | |
| *All students must take:*<br>COM 101—Concepts of Communication | | |
| COM 295—Theories of Communication (COM 101) | | |
| *Plus **one** of the following:* | | |
| COM 201—Speech | | |
| COM 215—Storymaking (SWS) | | |
| **Advertising/Public Relations Major Core  (36 credits)** | | |
| CAP 105—Technology in Advertising and PR | | |
| CAP 115—Advertising/PR Research | | |
| CJR 256—Newsreporting I | | |
| CAP 210—Fundamentals of Advertising (WRT 150) | | |
| CAP 220—Fundamentals of Public Relations (SWS) | | |
| PHI 325—Ethics in the Professions | | |
| *Ad Majors must take:* | *PR majors must take:* | |
| CAP 310—Advertising Management Cases (CAP 210) | CAP 320—Public Relations Management Cases (CAP 220) | |
| CAP 315—Advertising Copywriting | CAP 321—Media Relations Writing (CJR 256) | |
| CAP 413—Media Planning (CAP 210 and CAP 220) | CAP 423—Corporate Communications (CAP 321) | |
| CAP 400—Advertising/PR Campaigns (CAP 310 or 320) | | |
| CAP 490--Internship | | |
| COM 495—Issues in Communication (Capstone) (SR) | | |
| **Electives (6 credits 200 level or above)** *see attached* | | |
| | | For list of approved electives see www.gvsu.edu/soc in the APR section |

*An APR minor is 21 total credits that must include:
> CAP 105, CAP 115, CAP 210, CAP 220, and either CAP 310 or CAP 320
> (+6 more CAP credits)

**B.S. Cognate:**
STA 215 _____
COM 300 _____
COM 375 _____

**B.A. Cognate:**
101 _____
102 _____
201 _____

## GENERAL EDUCATION REQUIREMENTS

### I. Foundation Categories

|  |  |
|---|---|
| WRT 150 (grade of C or better) | _____ |
| The Arts | _____ |
| Philosophy /Lit | _____ |
| Historical Perspectives | _____ |
| Math Sciences. (prereq: MTH 110) | _____ |

At least 1 lab in the following 2

| | |
|---|---|
| Physical Sciences | _____ |
| Life Sciences | _____ |

Select 2 from different disciplines

| | |
|---|---|
| Social Sciences 1 | _____ |
| Social Sciences 2 | _____ |

### II. Cultural Destinations

| | |
|---|---|
| World Perspectives | _____ |
| US Diversity | _____ |

### III. Theme  (No & Name: _____)

a. _____

b. _____

### IV. Supplemental Writing Skills (grade of C or better)

| | |
|---|---|
| 1$^{st}$ SWS | _____ |
| 2$^{nd}$ SWS | _____ |

**BA Cognate:** (language)

| | |
|---|---|
| 101 | _____ |
| 102 | _____ |
| 201 | _____ |

*---OR---*

**BS Cognate:**

| | |
|---|---|
| STA 215 | _____ |
| COM 300 | _____ |
| COM 375 | _____ |

| YEAR | COURSES IN MAJOR | |
|---|---|---|
| First year | CAP 115—Advertising and PR Research;<br>CAP 105—Technology in Advertising and PR;<br>COM 101—Concepts of Communication<br>*(Gen Ed, minor courses, School of Com core)* | |
| Second year | CAP 210—Fundamentals of Advertising;<br>CAP 220—Fundamentals of Public Relations;<br>CJR 256—News Reporting I<br>COM 201-Speech<br>*(Complete the School of COM core; Continue Gen Ed, minor courses; Begin BA/BS cognate)* | |
| Third year | *PR emphasis:*<br>CAP 321—Media Relations Writing<br>CAP 320—PR Management, Cases<br>PHI 325—Ethics in the Professions<br>First elective for APR major | *Advertising Emphasis:*<br>CAP 315—Advertising Copywriting<br>CAP 310—Ad Management, Cases<br>PHI 325—Ethics in the Professions<br>First elective for APR major |
| | *(Complete Gen Eds; Continue BA/BS cognate, minor courses; Begin Theme)* | |
| Fourth year | *PR emphasis:*<br>CAP 423—Corp. Communications<br>CAP 400—Campaigns<br>COM 495—Communication Theory<br>Second elective for APR major | *Advertising emphasis:*<br>CAP 413—Media Planning<br>CAP 400—Campaigns<br>COM 495—Communications Theory<br>Second elective for APR major |
| | *(Complete Theme, Complete BA/BS cognate, Complete minor courses)* | |

Notes:

- An internship is required. You may take it during the summer or during the fall/winter semesters.
- Electives are chosen by you but must be approved by your advisor and must be 200-level or above. (See handout of suggested electives)

# Approved Elective Courses for APR majors -  ADVERTISING Sequence

**A:**    **Art and Design**
ART 218 Design History
ART 257 Life Drawing (prerequisites: ART 155, ART 157)
ART 258 Intermediate Drawing (prerequisite: ART 155, ART 157, ART 257)
ART 280 Introduction to Illustration (prerequisites: all foundation courses)
ART 210 Graphic Design I (prerequisite: Admission to Graphic Design Art major
     or Illustration Art major)
ART 211 Graphic Design II (prerequisite: ART 210)
ART 310 Graphic Design III (prerequisite: ART 211)

**B.**    **Advertising/Public Relations** (CAP courses not already used in the major)
CAP 311 Direct Advertising (prerequisite: CAP 210)
CAP 305 Sports Promotion
CAP 380 Special Topics
CAP 425 International Advertising and Public Relations
CAP 490 Internships in advertising (prerequisite: junior standing)
CAP 320 Public Relations Cases and Management (prereq: CAP 220)
CAP 321 Media Relations Writing (prereq: CJR 256)
CAP 423 Corporate Communications (prereq: CJR 256, CAP 321)

**C.**    **Business**
BUS 201 Legal Environment for Business

**D.**    **Broadcasting**
CBR 220 Beginning TV Studio Production
CBR 320 Advanced TV Studio Production (prereq: CBR 220)
CBR 281 Audio Production I
CBR 382 Audio Production II (prereq: CBR 281)
CBR 485 Audio Production III (prereq:CBR 281, CBR 382)
CBR 240 Survey of Electronic Media
CBR 350 Broadcasting Operations (prereq: CBR 240)
CBR 340 Life on Television

**E.**    **Communications**
COM 209 Health Communications
COM 301 Interpersonal Communications
COM 372 Global Communications
COM 375 Communications Research (if not used in the cognate)

**F.**    **Hospitality and Tourism Management**
HTM 452 Hospitality Marketing (prereq: MKT 350, STA 215 , HTM 222 or 213)

**G.**    **Management** (prerequisite for Seidman classes: junior status, i.e., 55 hours)
MGT 331 Concepts of Management
MGT 345 Teambuilding
MGT 436 Small Business Management
MGT 437 Family Business (prereq: permission of instructor)
MGT 451 Introduction to Electronic Commerce (CS 160, MGT 268, CS 353)

**H.**     **Marketing** (prerequisite for Seidman classes: junior status, i.e., 55 hours)
MKT 350 Marketing Management
MKT 351 Consumer Behavior (prereq: MKT 350)
MKT 352 Marketing Research (if not used in the cognate)
MKT 354 Marketing Institutions (prereq: MKT 350)
MKT 356 Professional Selling (prereq: MKT 350)
MKT 357 Retailing (prereq: MKT 350)
MKT 456 Sales Management (prereq: MKT 350, MKT 356)
MKT 358 Advertising and Marketing Communications (prereq: MKT 350)
MKT 359 Multinational Marketing (prereq: MKT 350)
MKT 360 Information Technology in Marketing (prereq: MKT 350)
MKT 380 Selected Topics in Marketing (prereq: MKT 350, permission)
MKT 451 Marketing Strategy (prereq: MKT 350)
MKT 455 Industrial Marketing (prereq: MKT 350)

**I.**     **Photography**
CPH 175 Understanding Still Photography (This is an exception to the 200+ rule)
CPH 372 Computer Photo I (prereq: ART 150 and CPH 175)
CPH 373 Computer Photo II (prereq: ART 150, CPH 175, CPH 372)

**J.**     **Psychology**
PSY 310 Behavior Modification (prereq: PSY 101)
PSY 349 Psychology applied to the Media
PSY 355 Psychology and Culture (prereq: PSY 101)
PSY 361 Perception  (prereq: PSY 101)
PSY 365 Cognition (prereq: PSY 101)
PSY 377 Psychology of the Quest (prereq: junior standing)

**K.**     **Writing**
WRT 200 Introduction to Professional Writing
WRT 210 Writing with Style
WRT 219 Introduction to Creative Writing (prereq: WRT 150, one lit course)
WRT 350 Writing in the Workplace (prereq: WRT 150)
WRT 351 Writing for the World Wide Web (Prereq: WRT 150)
WRT 350 Advanced Composition (prereq: WRT 150, WRT 200)

# Approved Elective Courses for APR majors  - PUBLIC RELATIONS Sequence

**A:** **Advertising/Public Relations** (CAP courses not already used in the major)
CAP 311 Direct Advertising (prerequisite: CAP 210)
CAP 305 Sports Promotion
CAP 380 Special Topics
CAP 425 International Advertising and Public Relations
CAP 490 Internships in public relations (prerequisite: junior standing)
CAP 310 Advertising Cases and Management (Prereq: CAP 210)
CAP 315 Advertising Copywriting (prereq: Cap 210)
CAP 413 Media Planning (prereq: CAP 210 and CAP 220)

**B.** **Business**
BUS 201 Legal Environment for Business
ACC 213 Managerial Accounting (prereq: CS 150, ACC 212)
ECO 200 Business Economics (prereq: MTH 110)
FIN 320 Managerial Finance (prereq: ACC 212, MTH 110)

**C.** **Broadcasting**
CBR 220 Beginning TV Studio Production
CBR 320 Advanced TV Studio Production (prereq: CBR 220)
CBR 281 Audio Production I
CBR 382 Audio Production II (prereq: CBR 281)
CBR 485 Audio Production III (prereq:CBR 281, CBR 382)
CBR 240 Survey of Electronic Media
CBR 350 Broadcasting Operations (prereq: CBR 240)
CBR 340 Life on Television
CBR 368 Broadcast News I (prereq: CJR 256)
CBR 468 Broadcast News II) (prereq: CJR 256, CBR 368)
CBR 484 TV News Workshop (prereq: CJR 256, CBR 368, CBR 468)

**D.** **Communications**
COM 209 Health Communications
COM 301 Interpersonal Communications
COM 372 Global Communications
COM 375 Communications Research (if not used in the cognate)

**E.** **Hospitality and Tourism Management**
HTM 202 International Tourism
HTM 235 The Tourism System (prereq: HTM 101)
HTM 353 Meeting Planning (prereq: MKT 350, HTM 222)
HTM 452 Hospitality Marketing (prereq: MKT 350, STA 215 , HTM 222 or 213

**F.** **Journalism**
CJR 236 News in Society (prereq: CJR 256)
CJR 270 News Reporting II (prereq: CJR 256)
CJR 316 Editing (prereq: CJR 256)
CJR 364 Article Writing (prereq: CJR 256)
CJR 365 Advanced Editing (prereq: CJR 256, CJR 316)
CJR 366 Arts Reporting and Criticism (CJR 256)
CJR 390 Technical Writing (prereq: CJR 270)
CJR 454 Community Reporting (prereq: CJR 270)

G. **Management** (prerequisite for Seidman classes: junior status, i.e., 55 hours)
MGT 331 Concepts of Management
MGT 333 Human Resource Management (prereq: MGT 331)
MGT 334 Labor and Employement Law (prereq: MGT 331)
MGT 431 Advanced Human Resources Management (MGT 331, MGT 333)
MGT 345 Teambuilding
MGT 430 Organizational Development (prereq: MGT 331)
MGT 436 Small Business Management
MGT 466 International Management and Multinational Corporations

H. **Marketing** (prerequisite for Seidman classes: junior status, i.e., 55 hours)
MKT 350 Marketing Management
MKT 353 Marketing Negotiaions
MKT 351 Consumer Behavior (prereq: MKT 350)
MKT 354 Marketing Institutions (prereq: MKT 350)
MKT 358 Advertising and Marketing Communications (prereq: MKT 350)
MKT 359 Multinational Marketing (prereq: MKT 350)
MKT 451 Marketing Strategy (prereq: MKT 350)
MKT 455 Industrial Marketing (prereq: MKT 350)

I. **Photography**
CPH 175 Understanding Still Photography (This is an exception to the 200+ rule)
CPH 372 Computer Photo I (prereq: ART 150 and CPH 175)
CPH 373 Computer Photo II (prereq: ART 150, CPH 175, CPH 372)

J. **Policital Science**
PLS 202 American Election Campaigns  (prereq: PLS 102)
PLS 203 State Politics (prereq: PLS 102 or junior standing)
PLS 205 The Policy Process (prereq: PLS 102 or junior standing)
PLS 304 Political Parties and Interest Groups (prereq: PLS 102 or junior standing)
PLS 340 American Public Opinion and the Mass Media (prereq: PLS 102, junior)
PLS 341 Elections and Voting Behavior (prereq: PLS 102, STA 215, SS 300)
PLS 211 International Relations
PLS 312 U.S. Foreign Policy (prereq: PLS 102, 103 or junior standing)
PLS 313 International Organizations (prereq: PLS 103, 211 or junior standing)

K. **Psychology**
PSY 310 Behavior Modification (prereq: PSY 101)
PSY 317 Human Relations
PSY 349 Psychology Applied to the Media
PSY 355 Psychology and Culture (prereq: PSY 101)
PSY 361 Perception  (prereq: PSY 101)
PSY 363 Learning (prereq: PSY 101 and SS 300)
PSY 365 Cognition (prereq: PSY 101)
PSY 377 Psychology of the Quest (prereq: junior standing)
PSY 381 Group Dynamics (prereq: PSY 101)

**L.**     **Public and Nonprofit Administration**
PA 270 Public Administration
PA 307 Local Politics and Administration
PA 335 Grant Writing
PA 360 Volunteerism and the Nonprofit Sector

**M.**     **Writing**
WRT 200 Introduction to Professional Writing
WRT 210 Writing with Style
WRT 219 Introduction to Creative Writing (prereq: WRT 150, one lit course)
WRT 350 Writing in the Workplace (prereq: WRT 150)
WRT 351 Writing for the World Wide Web (Prereq: WRT 150)
WRT 350 Advanced Composition (prereq: WRT 150, WRT 200)