

# ADVERTISING AND PUBLIC RELATIONS-BA OR BS

REQUIRES AN EMPHASIS IN ADVERTISING OR PUBLIC RELATIONS

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 (48 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| School of Communications Core (9 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Capstone (3 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <ul style="list-style-type: none"> <li>— <b>COM 101 Concepts of Communication</b> (3)</li> <li>— <b>COM 295 Communication Theory</b> (3)<br/>Prerequisite: COM 101</li> <li>— <b>COM 201 Speech</b> (3)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>— <b>CAP 495 Advertising and Public Relations Campaigns</b> (3)<br/>Prerequisite: CAP 310 or CAP 320 and senior standing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Advertising and Public Relations Major Core (15 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"> <li>— <b>CAP 105 Technology in Public Relations and Advertising</b> (3)</li> <li>— <b>CAP 115 Research Basics for Advertising &amp; Public Relations</b> (3)</li> <li>— <b>CAP 210 Fundamentals of Advertising</b> (3)<br/>Prerequisite: WRT 150 with a grade of C (not C-) or better, CAP 105, AND CAP 115.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>— <b>CAP 220 SWS Fundamentals of Public Relations</b> (3)<br/>Prerequisite: WRT 150 with a grade of C (not C-) or better, CAP 105, AND CAP 115.</li> <li>— <b>CAP 325 Ad and Public Relations Ethics and Law</b> (3)<br/>Prerequisite: CAP 210 and CAP 220</li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>— <b>PHI 325 Ethics in Professional Life</b> (3)<br/>Prerequisite: Junior standing</li> </ul>                                                                                                                                                                                                                                                                                             |
| Emphasis Area (21 credits)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Choose one emphasis: Advertising or Public Relations and complete all listed courses; contact an advisor for a list of elective options                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <p style="text-align: center;"><b>Advertising emphasis</b></p> <ul style="list-style-type: none"> <li>— <b>WRT 219 Creative Writing</b> (3)<br/>Prerequisite: WRT 150</li> <li>— <b>CAP 310 Advertising Management and Cases</b> (3)<br/>Prerequisite: CAP 210</li> <li>— <b>CAP 315 Advertising Copywriting</b> (3)</li> <li>— <b>CAP 413 Media Planning</b> (3)<br/>Prerequisites: CAP 210 and 220 or permission of instructor</li> <li>— <b>Elective</b> _____ (3)</li> <li>— <b>Elective</b> _____ (3)</li> <li>— <b>CAP 490 Internship in Advertising/Public Relations</b> (3)<br/>Prerequisites: Advertising/Public Relations major, junior status, and permit from Faculty internship coordinator (see "Internship" link on <a href="http://www.gvsu.edu/soc">www.gvsu.edu/soc</a>)</li> </ul> | <p style="text-align: center;"><b>Public Relations emphasis</b></p> <ul style="list-style-type: none"> <li>— <b>CMJ 256 News Reporting</b> (3)<br/>Prerequisite: WRT 150</li> <li>— <b>CAP 320 Public Relations Management and Cases</b> (3)<br/>Prerequisite: CAP 220</li> <li>— <b>CAP 321 Media Relations Writing</b> (3)<br/>Prerequisite: CMJ 256</li> <li>— <b>CAP 423 Writing Corporate Communications</b> (3)</li> <li>— <b>Elective</b> _____ (3)</li> <li>— <b>Elective</b> _____ (3)</li> <li>— <b>CAP 490 Internship in Advertising/Public Relations</b> (3)<br/>Prerequisites: Advertising/Public Relations major, junior status, and permit from Faculty internship coordinator (see "Internship" link on <a href="http://www.gvsu.edu/soc">www.gvsu.edu/soc</a>)</li> </ul> |

| Degree: Choose one (B.A. or B.S.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                     |
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| Bachelor of Arts (B.A.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Bachelor of Science (B.S.)                                                                                                                                                                                                                                                                                                          |
| <p>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/ml/language-placement-the-opi-108.htm">http://www.gvsu.edu/ml/language-placement-the-opi-108.htm</a>) or by completing the courses listed below</p> <ul style="list-style-type: none"> <li>— <b>Language 101*</b> (4)</li> <li>— <b>Language 102*</b> (4) (*Language 150 is a hybrid of 101 &amp; 102 and is recommended for students with previous language background; students may move into Language 201 after completing 150)</li> <li>— <b>Language 201</b> (4)</li> </ul> | <ul style="list-style-type: none"> <li>— <b>STA 215 Introduction to Statistics</b> (3)<br/>Prerequisite: MTH 110 or equivalent</li> <li>— <b>COM 275 Foundations of Communication Research</b> (3)<br/>Prerequisites: COM 101</li> <li>— <b>COM 375 Communication Research</b> (3)<br/>Prerequisite: STA 215 and COM 275</li> </ul> |

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

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| Year One                                                                                                                             |
| CAP 115 (3)<br>CAP 105 (3)<br>COM 101 (3)<br>WRT 150 <sup>1</sup> (4)<br>MTH 110 (4)                                                 |
| Year Two                                                                                                                             |
| CAP 210 (3)<br>CAP 220 (3)<br>CMJ 256 or WRT 219 (3)<br>COM 201 (3)<br>COM 295 (3)<br>BA or BS Course (3-4)<br>BA or BS Course (3-4) |

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| Year Three                                                                                                                 |                                                                                                                            |
| PR emphasis:<br>CAP 321 (3)<br>CAP 320 (3)<br>CAP/PHI 325 (3)<br>1 <sup>st</sup> APR elective (3)<br>BA or BS Course (3-4) | Ad Emphasis:<br>CAP 315 (3)<br>CAP 310 (3)<br>CAP/PHI 325 (3)<br>1 <sup>st</sup> APR elective (3)<br>BA or BS Course (3-4) |
| Year Four                                                                                                                  |                                                                                                                            |
| PR emphasis:<br>CAP 423 (3)<br>CAP 495 (3)<br>2 <sup>nd</sup> APR elective (3)<br>CAP 490 (1-6)                            | Ad Emphasis:<br>CAP 413 (3)<br>CAP 495 (3)<br>2 <sup>nd</sup> APR elective (3)<br>CAP 490 (1-6)                            |

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| <p>*Students must complete a total of two courses with an SWS attribute</p> <p>*Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4 year time span</p> <p>*The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15</p> <p>*The internship (CAP 490) may be taken during the summer or fall/winter semesters</p> <p>*Electives are chosen by you but must be approved by your advisor and must be 200-level or above</p> |
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<sup>1</sup> Students who self-place into WRT 098 should take this course in the fall semester and then take WRT 150 in the winter semester of their first year. Students who self-place into WRT 150 should normally take this course in the winter semester of 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 is required in WRT 150 in order to satisfy the WRT 150 requirement at GVSU.

Credits earned for WRT 098 or ESL 098 do not count toward the required 120 credits for graduation, however they do count for GPA, financial aid, and full time status

### Declaring the Advertising and Public Relations Major with Emphasis

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 and emphasis area (an emphasis MUST be chosen):
 

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

### General Education Overlap

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| <b>General Education Categories fulfilled by the Advertising and Public Relations major:</b> |
| <b>Arts:</b> WRT 219 (Advertising emphasis)                                                  |
| <b>Mathematical Sciences:</b> STA 215 if selecting the B.S. degree                           |
| <b>Issues:</b> PHI 325                                                                       |

## Advertising and Public Relations Major Suggested 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 electives on MyPath. Elective suggestions are listed separately based on a student's emphasis in advertising or public relations. There may be courses at GVSU not on this list that would also be appropriate.

- **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 would have to ask the professor teaching the course you want to take if they will allow a prerequisite override for you.**

| Advertising Majors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Public Relations Majors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| <b>Art &amp; Design</b><br>ART 109 Graphic Design Basics<br>ART 149 Introduction to Visual Composition<br>LIB 323 Design Thinking<br><br><b>Advertising/Public Relations (CAP courses not already used in the major)</b><br>CAP 305 Sports Promotion<br>CAP 320 Public Relations Cases and Management<br>CAP 321 Media Relations Writing<br>CAP 380 Special Topics<br>CAP 423 Corporate Communications<br>CAP 425 International Advertising and Public Relations<br><br><b>Business</b><br>BUS 201 Legal Environment for Business<br><br><b>Communications</b><br>COM 209 Health Communications<br>COM 301 Interpersonal Communications<br>COM 372 Global Communications<br>COM 375 Communications Research (if not used in the cognate)<br><br><b>Digital Studies</b><br>DS 201 Digital Identities and Communities<br>DS 202 Digital Data and Design<br><br><b>Film and Video/ Broadcasting</b><br>FVP 282 Audio Production I<br>FVP 382 Audio Production II<br><br><b>Hospitality and Tourism Management</b><br>HTM 452 Hospitality Marketing<br><br><b>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours)</b><br>MGT 331 Concepts of Management<br>MGT 345 Teambuilding<br>MGT 436 Small Business Management<br>MGT 437 Family Business<br>MGT 451 Introduction to Electronic Commerce | <b>Advertising/Public Relations (CAP courses not already used in the major)</b><br>CAP 305 Sports Promotion<br>CAP 310 Advertising Cases and Management<br>CAP 315 Advertising Copywriting<br>CAP 380 Special Topics<br>CAP 413 Media Planning<br>CAP 425 International Advertising and Public Relations<br><br><b>Business</b><br>BUS 201 Legal Environment for Business<br>ACC 213 Managerial Accounting<br>ECO 200 Business Economics<br>FIN 300 Fundamentals of Finance<br>FIN 320 Managerial Finance<br><br><b>Communications</b><br>COM 209 Health Communications<br>COM 301 Interpersonal Communications<br>COM 372 Global Communications<br>COM 375 Communications Research (if not used in the cognate)<br><br><b>Digital Studies</b><br>DS 201 Digital Identities and Communities<br>DS 202 Digital Data and Design<br><br><b>Film and Video/ Broadcasting</b><br>FVP 282 Audio Production I<br>FVP 382 Audio Production II<br><br><b>Hospitality and Tourism Management</b><br>HTM 202 International Tourism<br>HTM 235 The Tourism System<br>HTM 353 Meeting Planning<br>HTM 452 Hospitality Marketing<br><br><b>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours)</b><br>MGT 331 Concepts of Management<br>MGT 333 Human Resource Management<br>MGT 334 Labor and Employment Law<br>MGT 345 Teambuilding<br>MGT 430 Organizational Development<br>MGT 431 Advanced Human Resources Management<br>MGT 436 Small Business Management<br>MGT 466 International Management and Multinational Corporations |

| Advertising Majors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Public Relations Majors                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| <p><b>Marketing</b> (prerequisite for Seidman classes: junior status, i.e., 55 hours)<br/> MKT 300 Marketing Management<br/> MKT 351 Consumer Behavior<br/> MKT 352 Marketing Research (if not used in the cognate)<br/> MKT 354 Marketing Institutions<br/> MKT 356 Professional Selling<br/> MKT 357 Retailing<br/> MKT 358 Advertising and Marketing Communications)<br/> MKT 359 Multinational Marketing<br/> MKT 360 Information Technology in Marketing<br/> MKT 380 Selected Topics in Marketing<br/> MKT 451 Marketing Strategy<br/> MKT 455 Industrial Marketing</p> <p><b>Multimedia Journalism</b><br/> CMJ 184 Television Media Production<br/> CMJ 236 News in Society<br/> CMJ 256 News Reporting<br/> CMJ 290 Journalism History<br/> CMJ 320 Advanced TV Studio Production</p> <p><b>Photography</b><br/> CPH 175 Understanding Still Photography (This is an exception to the 200+ rule)<br/> CPH 372 Digital Photo I<br/> CPH 373 Digital Photo II</p> <p><b>Psychology</b><br/> PSY 310 Behavior Modification<br/> PSY 349 Psychology Applied to the Media<br/> PSY 355 Psychology and Culture<br/> PSY 361 Perception<br/> PSY 365 Cognition<br/> PSY 377 Psychology of the Quest</p> <p><b>Writing</b><br/> WRT 200 Introduction to Professional Writing<br/> WRT 210 Writing with Style<br/> WRT 350 Writing in the Workplace<br/> WRT 350 Advanced Composition<br/> WRT 351 Writing for the Web</p> | <p><b>Marketing</b> (prerequisite for Seidman classes: junior status, i.e., 55 hours)<br/> MKT 300 Marketing Management<br/> MKT 351 Consumer Behavior<br/> MKT 353 Marketing Negotiations<br/> MKT 354 Marketing Institutions<br/> MKT 358 Advertising and Marketing Communications<br/> MKT 359 Multinational Marketing<br/> MKT 451 Marketing Strategy<br/> MKT 455 Industrial Marketing</p> <p><b>Multimedia Journalism</b><br/> CMJ 184 Television Media Production<br/> CMJ 236 News in Society<br/> CMJ 256 News Reporting<br/> CMJ 260 Multimedia Journalism Workshop<br/> CMJ 265 Introduction to Radio<br/> CMJ 290 Journalism History<br/> CMJ 284 Broadcast News I<br/> CMJ 316 Editing<br/> CMJ 320 Advanced TV Studio Production<br/> CMJ 365 Advanced Editing<br/> CMJ 384 Broadcast News II<br/> CMJ 460 Multimedia Reporting</p> <p><b>Photography</b><br/> CPH 175 Understanding Still Photography (This is an exception to the 200+ rule)<br/> CPH 372 Digital Photo I<br/> CPH 373 Digital Photo II</p> <p><b>Political Science</b><br/> PLS 202 American Election Campaigns<br/> PLS 203 State Politics<br/> PLS 205 The Policy Process<br/> PLS 211 International Relations<br/> PLS 304 Political Parties &amp; Interest Groups<br/> PLS 312 U.S. Foreign Policy<br/> PLS 313 International Organizations<br/> PLS 340 American Public Opinion &amp; the Mass Media<br/> PLS 341 Elections and Voting Behavior</p> <p><b>Psychology</b><br/> PSY 310 Behavior Modification<br/> PSY 349 Psychology Applied to the Media<br/> PSY 355 Psychology and Culture<br/> PSY 361 Perception<br/> PSY 365 Cognition<br/> PSY 377 Psychology of the Quest<br/> PSY 381 Group Dynamics</p> <p><b>Public and Nonprofit Administration</b><br/> PA 270 Public Administration<br/> PA 307 Local Politics and Administration<br/> PA 335 Grant Writing<br/> PA 360 Volunteerism and the Nonprofit Sector</p> <p><b>Writing</b><br/> WRT 200 Introduction to Professional Writing<br/> WRT 210 Writing with Style<br/> WRT 219 Introduction to Creative Writing<br/> WRT 350 Business Communication<br/> WRT 351 Writing for the Web</p> |

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