



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 one of the following:

- _____ 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). You can choose to take some of the courses required of AdPR majors as electives for the minor. These are listed under the CAP courses on the list of suggested electives below (minors can take from either the Ad or PR emphasis list—there is no emphasis for the minor). Electives on this list should automatically count on your MyPath as electives in the AdPR minor. If they do not, or if you want to take a class not on the list, an AdPR faculty advisor would need to send approval to the records office for it to count as an elective.

- _____ Elective
- _____ Elective

Advertising Emphasis	Public Relations Emphasis
<p>Art & Design</p> <p>ART 149 Introduction to Visual Composition LIB 323 Design Thinking</p> <p>Advertising/Public Relations (CAP courses not already used in the major)</p> <p>CAP 305 Sports Promotion CAP 320 Public Relations Cases and Management CAP 321 Media Relations Writing CAP 423 Corporate Communications CAP 425 International Advertising and Public Relations</p> <p>Business</p> <p>BUS 201 Legal Environment for Business</p> <p>Communications</p> <p>COM 209 Health Communications COM 301 Interpersonal Communications COM 372 Global Communications COM 375 Communications Research (if not used in the cognate)</p> <p>Digital Studies</p> <p>DS 201 Digital Identities and Communities DS 202 Digital Data and Design</p> <p>Film and Video</p> <p>FVP 282 Audio Production I FVP 382 Audio Production II</p> <p>Hospitality and Tourism Management</p> <p>HTM 452 Hospitality Marketing</p> <p>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours)</p> <p>MGT 331 Concepts of Management MGT 345 Teambuilding MGT 436 Small Business Management MGT 437 Family Business MGT 451 Introduction to Electronic Commerce</p> <p>Marketing (prerequisite for Seidman classes: junior status, i.e., 55 hours)</p> <p>MKT 300 Marketing Management MKT 351 Consumer Behavior MKT 352 Marketing Research (if not used in the cognate) MKT 354 Marketing Institutions MKT 356 Professional Selling MKT 357 Retailing</p>	<p>Advertising/Public Relations (CAP courses not already used in the major)</p> <p>CAP 305 Sports Promotion CAP 310 Advertising Cases and Management CAP 315 Advertising Copywriting CAP 413 Media Planning CAP 425 International Advertising and Public Relations</p> <p>Business</p> <p>BUS 201 Legal Environment for Business ACC 213 Managerial Accounting ECO 200 Business Economics FIN 300 Fundamentals of Finance FIN 320 Managerial Finance</p> <p>Communications</p> <p>COM 209 Health Communications COM 301 Interpersonal Communications COM 372 Global Communications COM 375 Communications Research (if not used in the cognate)</p> <p>Digital Studies</p> <p>DS 201 Digital Identities and Communities DS 202 Digital Data and Design</p> <p>Film and Video/ Broadcasting</p> <p>FVP 282 Audio Production I FVP 382 Audio Production II</p> <p>Hospitality and Tourism Management</p> <p>HTM 202 International Tourism HTM 235 The Tourism System HTM 353 Meeting Planning HTM 452 Hospitality Marketing</p> <p>Management (prerequisite for Seidman classes: junior status, i.e., 55 hours)</p> <p>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 466 International Management and Multinational Corporations</p> <p>Marketing (prerequisite for Seidman classes: junior status, i.e., 55 hours)</p> <p>MKT 300 Marketing Management MKT 351 Consumer Behavior MKT 353 Marketing Negotiations MKT 354 Marketing Institutions</p>

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>

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<p>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</p> <p>Multimedia Journalism CMJ 184 Introduction to Multimedia Production CMJ 236 News in Society CMJ 256 News Reporting CMJ 290 Media History CMJ 384 Producing for Broadcasting</p> <p>Photography CPH 175 Understanding Still Photography (This is an exception to the 200+ rule) CPH 372 Digital Photo I CPH 373 Digital Photo II</p> <p>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</p> <p>Writing WRT 200 Introduction to Professional Writing WRT 210 Writing with Style WRT 350 Writing in the Workplace WRT 350 Advanced Composition WRT 351 Writing for the Web</p>	<p>MKT 358 Advertising and Marketing Communications MKT 359 Multinational Marketing MKT 451 Marketing Strategy MKT 455 Industrial Marketing</p> <p>Multimedia Journalism CMJ 184 Introduction to Multimedia Production CMJ 236 News in Society CMJ 256 News Reporting CMJ 260 Multimedia Journalism Workshop CMJ 265 Introduction to Radio CMJ 290 Media History CMJ 284 Broadcast News I CMJ 316 News Design & Layout CMJ 365 Advanced Editing CMJ 384 Producing for Broadcasting</p> <p>Photography CPH 175 Understanding Still Photography (This is an exception to the 200+ rule) CPH 372 Digital Photo I CPH 373 Digital Photo II</p> <p>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</p> <p>Psychology PSY 310 Behavior Modification PSY 349 Psychology Applied to the Media PSY 355 Psychology and Culture PSY 361 Perception PSY 365 Cognition PSY 381 Group Dynamics</p> <p>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</p> <p>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</p>
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