**Suggested Electives for Advertising and Public Relations Students**

Electives are courses YOU get to choose. Look at it as an opportunity not an obligation. Select courses that will add to your skills and knowledge relative to the study and practice of Advertising and Public Relations.

The following courses are suggested as good possibilities for electives for Advertising and PR majors and minors. 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.

Note:

- **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 must be approved by your faculty advisor so that they will show up under MyPath under the major/minor and not just as “general” credits. (Even though courses on this list would be approved, you must still notify your advisor so the MyPath record will be correct).**

- **Once you have chosen your electives, email your faculty advisor which two courses you want to take as electives, and include your G#.**

- **Check the online catalog to see if an elective course you are interested in has pre-requisites listed. You would have to ask the professor teaching the course you want to take if they will allow a pre-requisite override for you.**

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p. 2  ADVERTISING Emphasis Electives

p. 4  PUBLIC RELATIONS Emphasis Electives
If you have an ADVERTISING Emphasis:

A: **Art and Design**
   ART 218 Design History
   ART 257 Life Drawing
   ART 258 Intermediate Drawing
   ART 280 Introduction to Illustration
   ART 210 Graphic Design I
   ART 211 Graphic Design II
   ART 310 Graphic Design III

B. **Advertising/Public Relations** (CAP courses not already used in the major)
   CAP 311 Direct Advertising
   CAP 305 Sports Promotion
   CAP 380 Special Topics
   CAP 425 International Advertising and Public Relations
   CAP 320 Public Relations Cases and Management
   CAP 321 Media Relations Writing
   CAP 423 Corporate Communications

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

D. **Broadcasting**
   CBR 220 Beginning TV Studio Production
   CBR 320 Advanced TV Studio Production
   CBR 281 Audio Production I
   CBR 382 Audio Production II
   CBR 485 Audio Production III
   CBR 240 Survey of Electronic Media
   CBR 350 Broadcasting Operations
   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

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
MGT 451 Introduction to Electronic Commerce

H. **Marketing**
MKT 350 Marketing Management
MKT 351 Consumer Behavior
MKT 352 Marketing Research
MKT 354 Marketing Institutions
MKT 356 Professional Selling
MKT 357 Retailing
MKT 456 Sales Management
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

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

J. **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

K. **Writing**
WRT 200 Introduction to Professional Writing
WRT 210 Writing with Style
WRT 219 Introduction to Creative Writing
WRT 350 Writing in the Workplace
WRT 351 Writing for the World Wide Web
WRT 350 Advanced Composition
If you have a PUBLIC RELATIONS Emphasis:

A: Advertising/Public Relations (CAP courses not already used in the major)
   CAP 311 Direct Advertising
   CAP 305 Sports Promotion
   CAP 380 Special Topics
   CAP 425 International Advertising and Public Relations
   CAP 310 Advertising Cases and Management
   CAP 315 Advertising Copywriting
   CAP 413 Media Planning

B. Business
   BUS 201 Legal Environment for Business
   ACC 213 Managerial Accounting
   ECO 200 Business Economics
   FIN 320 Managerial Finance

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

D. Communications
   COM 209 Health Communications
   COM 301 Interpersonal Communications
   COM 372 Global Communications
   COM 375 Communications Research

E. Hospitality and Tourism Management
   HTM 202 International Tourism
   HTM 235 The Tourism System
   HTM 353 Meeting Planning
   HTM 452 Hospitality Marketing

F. Journalism
   CJR 236 News in Society
CJR 270 News Reporting II
CJR 316 Editing
CJR 364 Article Writing
CJR 365 Advanced Editing
CJR 366 Arts Reporting and Criticism
CJR 390 Technical Writing
CJR 454 Community Reporting

G. Management
MGT 331 Concepts of Management
MGT 333 Human Resource Management
MGT 334 Labor and Employment Law
MGT 431 Advanced Human Resources Management
MGT 345 Teambuilding
MGT 430 Organizational Development
MGT 436 Small Business Management
MGT 466 International Management and Multinational Corporations

H. Marketing
MKT 350 Marketing Management
MKT 353 Marketing Negotiations
MKT 351 Consumer Behavior
MKT 354 Marketing Institutions
MKT 358 Advertising and Marketing Communications
MKT 359 Multinational Marketing
MKT 451 Marketing Strategy
MKT 455 Industrial Marketing

I. Photography
CPH 175 Understanding Still Photography (This is an exception to the 200+ rule)
CPH 372 Computer Photo I
CPH 373 Computer Photo II

J. Political Science
PLS 202 American Election Campaigns
PLS 203 State Politics
PLS 205 The Policy Process
PLS 304 Political Parties and Interest Groups
PLS 340 American Public Opinion and the Mass Media
PLS 341 Elections and Voting Behavior
PLS 211 International Relations
PLS 312 U.S. Foreign Policy
PLS 313 International Organizations
K. **Psychology**
   PSY 310 Behavior Modification
   PSY 317 Human Relations
   PSY 349 Psychology Applied to the Media
   PSY 355 Psychology and Culture
   PSY 361 Perception
   PSY 363 Learning
   PSY 365 Cognition
   PSY 377 Psychology of the Quest
   PSY 381 Group Dynamics

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
   WRT 350 Writing in the Workplace
   WRT 351 Writing for the World Wide Web
   WRT 350 Advanced Composition