

# 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.

<b>Advertising and Public Relations major (51 credits)</b>	
<b>School of Communications Core (9 credits)</b>	<b>Capstone (3 credits)</b>
<ul style="list-style-type: none"> <li>— <b>COM 101 Concepts of Communication (3)</b></li> <li>— <b>COM 295 Communication Theory (3)</b> Prerequisite: COM 101</li> <li>— <b>COM 201 Speech (3) OR __ COM 215 SWS Storymaking (3)</b> Prerequisite: WRT 150</li> </ul>	<ul style="list-style-type: none"> <li>— <b>COM 495 Issues in Communications</b> Prerequisite: Senior Standing</li> </ul>
<b>Advertising and Public Relations Major Core (18 credits)</b>	
<ul style="list-style-type: none"> <li>— <b>CAP 105 Technology in Public Relations and Advertising (3)</b></li> <li>— <b>CAP 115 Research Basics for Advertising &amp; Public Relations (3)</b></li> <li>— <b>CJR 256 News Reporting I</b> Prerequisite: WRT 150</li> </ul>	<ul style="list-style-type: none"> <li>— <b>CAP 210 Fundamentals of Advertising</b> Prerequisite: WRT 150 with a grade of C (not C-) or better</li> <li>— <b>CAP 220 SWS Fundamentals of Public Relations (3)</b> Prerequisite: WRT 150 with a grade of C (not C-) or better</li> <li>— <b>PHI 325 Ethics in Professional Life</b></li> </ul>
<b>Emphasis Area (21 credits)</b>	
Choose one emphasis: Advertising or Public Relations and complete all listed courses; contact an advisor for a list of elective options	
<b>Advertising emphasis</b>	<b>Public Relations emphasis</b>
<ul style="list-style-type: none"> <li>— <b>CAP 310 Advertising Management and Cases (3)</b> Prerequisite: CAP 210</li> <li>— <b>CAP 315 Advertising Copywriting (3)</b></li> <li>— <b>CAP 413 Media Planning</b> Prerequisites: CAP 210 and 220 or permission of instructor</li> <li>— <b>Elective _____ (3)</b></li> <li>— <b>Elective _____ (3)</b></li> <li>— <b>CAP 400 Advertising/Public Relations Campaign (3)</b> Prerequisites: CAP 310 or CAP 320 and senior standing</li> <li>— <b>CAP 490 Internship in Advertising/Public Relations (1-6)</b> Prerequisites: Advertising/Public Relations major, junior status, and permission of advisor</li> </ul>	<ul style="list-style-type: none"> <li>— <b>CAP 320 Public Relations Management and Cases</b> Prerequisite: CAP 220</li> <li>— <b>CAP 321 Media Relations Writing</b> Prerequisite: CJR 256</li> <li>— <b>CAP 423 Writing Corporate Communications</b></li> <li>— <b>Elective _____ (3)</b></li> <li>— <b>Elective _____ (3)</b></li> <li>— <b>CAP 400 Advertising/Public Relations Campaign (3)</b> Prerequisites: CAP 310 or CAP 320 and senior standing</li> <li>— <b>CAP 490 Internship in Advertising/Public Relations (1-6)</b> Prerequisites: Advertising/Public Relations major, junior status, and permission of advisor</li> </ul>
<b>Degree: Choose one (B.A. or B.S.)</b>	
<b>Bachelor of Arts (B.A.)</b>	<b>Bachelor of Science (B.S.)</b>
<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* (4)</b></li> <li>— <b>Language 102* (4)</b> (*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 (4)</b></li> </ul>	<ul style="list-style-type: none"> <li>— <b>STA 215 Introduction to Statistics (3)</b> Prerequisite: MTH 110 or equivalent</li> <li>— <b>COM 300 Foundations of Communication Research (3)</b> Prerequisites: COM 101, STA 215</li> <li>— <b>COM 375 Communication Research (3)</b> Prerequisite: STA 215</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

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

<b>Year Three</b>	
PR emphasis: CAP 321 (3) CAP 320 (3) PHI 325 (3) 1 <sup>st</sup> APR elective (3) BA or BS Course (3-4)	Ad Emphasis: CAP 315 (3) CAP 310 (3) PHI 325 (3) 1 <sup>st</sup> APR elective (3) BA or BS Course (3-4)
<b>Year Four</b>	
PR emphasis: CAP 423 (3) CAP 400 (3) COM 495 (3) 2 <sup>nd</sup> APR elective (3)	Ad Emphasis: CAP 413 (3) CAP 400 (3) COM 495 (3) 2 <sup>nd</sup> APR elective (3)

<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):
 

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

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

## Advertising and Public Relations Major Suggested Elective Courses

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.

- **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 free electives. (Even though courses on this list would be approved, you must still notify your faculty 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 includes your G#.**
- **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

#### Art & Design

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

#### Advertising/Public Relations (CAP courses not already used in the major)

CAP 305 Sports Promotion  
 CAP 311 Direct Advertising  
 CAP 320 Public Relations Cases and Management  
 CAP 321 Media Relations Writing  
 CAP 380 Special Topics  
 CAP 423 Corporate Communications  
 CAP 425 International Advertising and Public Relations  
 CAP 490 Internships in public relations

#### Business

BUS 201 Legal Environment for Business

#### Broadcasting

CBR 220 Beginning TV Studio Production  
 CBR 240 Survey of Electronic Media  
 CBR 281 Audio Production I  
 CBR 320 Advanced TV Studio Production  
 CBR 340 Life on Television  
 CBR 350 Broadcasting Operations  
 CBR 382 Audio Production II  
 CBR 485 Audio Production III

#### Communications

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

#### Hospitality and Tourism Management

HTM 452 Hospitality Marketing

#### 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

### Public Relations Majors

#### Advertising/Public Relations (CAP courses not already used in the major)

CAP 305 Sports Promotion  
 CAP 310 Advertising Cases and Management  
 CAP 311 Direct Advertising  
 CAP 315 Advertising Copywriting  
 CAP 380 Special Topics  
 CAP 413 Media Planning  
 CAP 425 International Advertising and Public Relations  
 CAP 490 Internships in public relations

#### Business

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

#### Broadcasting

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

#### Communications

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

#### Hospitality and Tourism Management

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

#### 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

**Marketing** (prerequisite for Seidman classes: junior status, i.e., 55 hours)

MKT 350 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  
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  
MKT 456 Sales Management

**Photography**

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

**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

**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

**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 466 International Management and Multinational Corporations

**Marketing** (prerequisite for Seidman classes: junior status, i.e., 55 hours)

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

**Photography**

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

**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**

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

**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