

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 (51 credits)	
School of Communications Core (9 credits)	Capstone (3 credits)
<ul style="list-style-type: none"> — COM 101 Concepts of Communication (3) — COM 295 Communication Theory (3) Prerequisite: COM 101 <ul style="list-style-type: none"> — COM 201 Speech (3) <i>OR</i> — COM 215 SWS Storymaking (3) Prerequisite: WRT 150	<ul style="list-style-type: none"> — COM 495 Issues in Communications Prerequisite: Senior Standing
Advertising and Public Relations Major Core (18 credits)	
<ul style="list-style-type: none"> — CAP 105 Technology in Public Relations and Advertising (3) — CAP 115 Research Basics for Advertising & Public Relations (3) — CJR 256 News Reporting I Prerequisite: WRT 150	<ul style="list-style-type: none"> — CAP 210 Fundamentals of Advertising Prerequisite: WRT 150 with a grade of C (not C-) or better <ul style="list-style-type: none"> — CAP 220 SWS Fundamentals of Public Relations (3) Prerequisite: WRT 150 with a grade of C (not C-) or better <ul style="list-style-type: none"> — PHI 325 Ethics in Professional Life
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>Advertising emphasis</p> <ul style="list-style-type: none"> — CAP 310 Advertising Management and Cases (3) Prerequisite: CAP 210 <ul style="list-style-type: none"> — CAP 315 Advertising Copywriting (3) — CAP 413 Media Planning Prerequisites: CAP 210 and 220 or permission of instructor <ul style="list-style-type: none"> — Elective _____ (3) — Elective _____ (3) — CAP 400 Advertising/Public Relations Campaign (3) Prerequisites: CAP 310 or CAP 320 and senior standing <ul style="list-style-type: none"> — CAP 490 Internship in Advertising/Public Relations (1-6) Prerequisites: Advertising/Public Relations major, junior status, and permission of advisor	<p>Public Relations emphasis</p> <ul style="list-style-type: none"> — CAP 320 Public Relations Management and Cases Prerequisite: CAP 220 <ul style="list-style-type: none"> — CAP 321 Media Relations Writing Prerequisite: CJR 256 <ul style="list-style-type: none"> — CAP 423 Writing Corporate Communications — Elective _____ (3) — Elective _____ (3) — CAP 400 Advertising/Public Relations Campaign (3) Prerequisites: CAP 310 or CAP 320 and senior standing <ul style="list-style-type: none"> — CAP 490 Internship in Advertising/Public Relations (1-6) Prerequisites: Advertising/Public Relations major, junior status, and permission of advisor
Degree: Choose one (B.A. or B.S.)	
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 (http://www.gvsu.edu/ml/language-placement-the-opi-108.htm) or by completing the courses listed below</p> <ul style="list-style-type: none"> — Language 101* (4) — Language 102* (4) (*Language 150 is a hybrid of 101 & 102 and is recommended for students with previous language background; students may move into Language 201 after completing 150) — Language 201 (4) 	<ul style="list-style-type: none"> — STA 215 Introduction to Statistics (3) Prerequisite: MTH 110 or equivalent <ul style="list-style-type: none"> — COM 300 Foundations of Communication Research (3) Prerequisites: COM 101, STA 215 <ul style="list-style-type: none"> — COM 375 Communication Research (3) Prerequisite: STA 215

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

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

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

*Students must complete a total of two courses with an SWS attribute
 *Students should complete an average of 30 credits per year to earn the required 120 credits to graduate within a 4 year time span
 *The block tuition rate is for 12-15 credits. You will pay additional tuition for any credits over 15

*The internship (CAP 490) may be taken during the summer or fall/winter semesters
 *Electives are chosen by you but must be approved by your advisor and must be 200-level or above

¹ 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

General Education Categories fulfilled by the Advertising and Public Relations major:
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