



## Advertising and Public Relations Minor

*Requirements for a minor in advertising and public relations are courses selected with the permission of a faculty advisor 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 220 – Fundamentals of Public Relations (Prereq: WRT 150)

### **AND**

\_\_\_\_\_ CAP 310 – Advertising Management and Cases (Prereq: CAP 210)

**OR** CAP 320 – Public Relations Management and Cases (Prereq: CAP 220)

Complete two electives. Go to the Advertising and Public Relations page on the School of Communications website to see a list of suggested electives. Any of these can be used without prior approval of an advisor. However, suggested electives need to be signed off by faculty. If a class you would like to take is not on the list, see your faculty advisor.

\_\_\_\_\_ Elective

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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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