

Advertising/Public Relations Major Recommended Sequence

YEAR	COURSES IN MAJOR	
First year	CAP 115—Advertising and PR Research; CAP 105—Technology in Advertising and PR; COM 101—Concepts of Communication <i>(Gen Ed, minor courses, School of Com core)</i>	
Second year	CAP 210—Fundamentals of Advertising; CAP 220—Fundamentals of Public Relations; CJR 256—News Reporting I COM 201-Speech <i>(Complete the School of COM core; Continue Gen Ed, minor courses; Begin BA/BS cognate)</i>	
Third year	<i>PR emphasis:</i> CAP 321—Media Relations Writing CAP 320—PR Management, Cases PHI 325—Ethics in the Professions First elective for APR major <i>(Complete Gen Eds; Continue BA/BS cognate, minor courses; Begin Theme)</i>	<i>Advertising Emphasis:</i> CAP 315—Advertising Copywriting CAP 310—Ad Management, Cases PHI 325—Ethics in the Professions First elective for APR major
Fourth year	<i>PR emphasis:</i> CAP 423—Corp. Communications CAP 400—Campaigns COM 495—Communication Theory Second elective for APR major <i>(Complete Theme, Complete BA/BS cognate, Complete minor courses)</i>	<i>Advertising emphasis:</i> CAP 413—Media Planning CAP 400—Campaigns COM 495—Communications Theory Second elective for APR major

Notes:

- A 3-credit [internship](#) (CAP 490) is required. You may take it during the summer or during the fall/winter semesters. It is best to wait til after your junior year when you have had the necessary skills courses (CAP 321, CAP 315 in particular)
- Electives are chosen by you but **must be approved by your advisor** and must be 200-level or above. (See [suggested electives](#))