

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.**

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