

Advertising/Public Relations (APR) Major

Common Advising Topics

Declare your major, emphasis, and degree—In order for the *Banner* system to be useful to you, you must declare your *major* (Advertising and Public Relations) and your *emphasis* (either Advertising or Public Relations.) In addition, you must indicate which degree you will pursue (either Bachelor of Science or Bachelor of Arts.) A BA requires you to have completed the 101, 102 and 201 courses in a specific language, or be able to test competently at the 201 level. A BS requires you to take these courses: STA 215, COM 375, SS 300.

Once you have made these declarations at the Student Service Building, *Banner* (MyPath) will record what courses are required for you and whether or not you have taken them.

Sequence of courses/Pre-requisites—It is important to pay attention to the sequence in which you take courses. To find out if the course you want to register for has pre-requisites, go to the Registrar website at www.gvsu.edu/registrar. Click on "My Banner Registration Directions", and then scroll down to "Click here for a list of Banner Pre-requisite helpful hints" or select "Click here to determine if a course has a pre-requisite".

Students who want to request an approval to enroll in a course, who have fulfilled the pre-requisite in some way other than taking the pre-requisite as a course, will need to see the academic department that offers the course. Go to the web address above and select "Click here to view a list of Banner Pre-requisite Contacts".

In the APR major, these are the pre-requisites:

CAP 210/220 before CAP 310/320;

CJR 256 before CAP 321.

****It is also strongly advised that you take CAP 105 and CAP 115 prior to CAP 210/220***

See list of [major courses](#) and [recommended sequence](#).

Electives—Electives are courses YOU “elect” to take because they are interesting to you personally and relevant to your major and career goals. You can select courses from across the university curriculum, with the following restrictions:

1. Electives must be 200-level courses or higher (with a few exceptions)
2. Electives must be unduplicated credit, meaning a course you choose as an elective can't be something you were required to take for a general education course, minor course, or some other requirement.
3. Electives must be approved by an advisor, who will notify the records office so your chosen courses show up as electives in the major on your *Banner* degree progress record.

See list of [suggested elective courses](#) for APR majors.

Internships—APR majors are required to do one 3-credit internship.

Opportunities for internships are posted on bulletin boards by the APR faculty and the School of Communications main office in LSH 290. The best source of opportunities is the Career Services online database of job and internship opportunities called “Laker Jobs.” See www.gvsu.edu/lakerjobs

After securing an internship, you must turn in a completed “Internship Plan” to the School of Communications office. Once the plan is approved, you will be able to register for CAP 490 to earn credit for the internship.

The Internship Agreement is online. Links to the online system and other information about internships is available on the School of Communications Web site (www.gvsu.edu/soc) under internships/students.

Independent Studies—An independent study is designed for you to study a subject that is not offered in a particular class. It is NOT an opportunity to work alone and get credit for an existing course.

In order to get credit for an independent study (CAP 399) you need to propose what you will study and provide details about what you will do—a paper, a project, etc—that can be assessed for a grade. It should be similar to what you would do in a regular 3 credit course. Your proposal must be signed by the faculty member you ask to supervise your independent study (i.e. not your advisor) in order for you to register for CAP 399. *Independent Study forms are available in the School of COM office.*

Study Abroad—There are several good reasons to study abroad. For one, it is a wonderful opportunity as part of your college experience to expand your understanding of the world and your appreciation of other cultures and countries. More practically, the Advertising and Public Relations professions are experiencing significant growth internationally. There will be increasing job opportunities for those who have some foreign experience and are open to working in international advertising and public relations.

You can get credit for your study abroad experience by taking courses that count towards certain general education foundation requirements, such as the “World Perspectives” category. In other cases, you can construct a specific study abroad program that counts as your required theme.

A few programs have specific application to APR major courses. It is best to review the courses at a foreign institution with your advisor to determine which ones would count as substitutes for courses in the major. You could count study abroad courses as electives. See www.gvsu.edu/studyabroad for more information

Closed class—If a class is closed, it is normally because it is full. In some cases, a special permit may be required—such as requiring that students be of a certain class level or major. If a class is full to capacity, you may obtain a “closed class permit” from the School of Communications office and ask the professor teaching the specific course you want to take (not your advisor) to sign the form and allow you to register.

Degree Progress Reports—The *Banner* system reflects the university’s official record of your academic progress. Check it often to ensure you are keeping up with required courses.

Graduation Audits—A graduation audit ensures you have taken (or are taking) all that is required for you to graduate. It is best to request this audit from the Records Office/Student Services prior to your last semester. That way, if you are missing any credits, you have time to add courses to your schedule.

Advisor—General advising assistance is available from Brian Eikenhout in the College of Liberal Arts and Sciences Advising Center in Mackinac Hall. Contact him at eikenhbr@gvsu.edu or 616-331-8585.

For specific advice relative to your major, be sure to see your assigned advisor. This is the person who will receive your graduation audit, so you want to be sure they are familiar with your situation. Banner (MyPath should indicate who your advisor is. Otherwise call the School of Communications office at 616-331-3668.) See [Advertising/PR faculty](#) page for current office hours.