

**Advertising & Public Relations (GPTA) Curriculum Degree Record**

**Entry Term:** \_\_\_\_\_ **Academic Advisor:** \_\_\_\_\_ **Name:** \_\_\_\_\_ **Student ID:** \_\_\_\_\_

**APR Program Courses**

**Required APR Courses (60 credits)**

	Term	Grade
0535-200 Foundations of Communication	_____	_____
0535-315 Quantitative Research	_____	_____
0535-316 Qualitative Research Methods	_____	_____
0535-421 Public Relations	_____	_____
0535-445 Theories of Communication	_____	_____
0535-450 Visual Communication	_____	_____
0535-460 Copywriting and Visualization	_____	_____
0535-461 Principles of Advertising	_____	_____
0535-462 Digital Design in Communication	_____	_____
0535-463 Campaign Mgmt. and Planning	_____	_____
0535-464 Public Relations Writing	_____	_____
0535-467 Media Planning	_____	_____
0535-481 Persuasion	_____	_____
0535-482 Mass Communications	_____	_____
0535-501 Public Speaking	_____	_____
0535-595 Senior Thesis in Communication	_____	_____
0535-499 Co-op 1	_____	_____
0535-499 Co-op 2	_____	_____
0535-497 Communication Portfolio	_____	_____

**Professional Core (16 credits)**

	Term	Grade
0105-363 Principles of Marketing	_____	_____

**Plus three of the following:**

0105-440 Internet Marketing	_____	_____
0105-445 Business to Business e-Commerce	_____	_____
0105-505 Buyer Behavior	_____	_____
0105-554 Database Marketing	_____	_____
0113-450 Marketing in Global Environment	_____	_____
0105-559 Professional Selling	_____	_____
0105-560 Integrated Marketing Comm.	_____	_____

**Institute-wide Electives (24 credits)**

	Term	Grade
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**College of Liberal Arts**

**\*Social Sciences:** 2 courses (8 credits) from different disciplines:

- 0510-210 Cultural Anthropology **OR**
- 0515-210 Foundations of Sociology
- 0511-211 Principles of Microeconomics
- 0514-210 Intro to Psychology
- 0513-211 American Politics **OR**
- 0513-214 Intro to International Relations

**\*Humanities:** 2 courses (8 credits) from different disciplines:

- 0504-210 Literature
- 0507-3XX History
- 0508-211 Science, Technology and Values
- 0505-2XX Fine Arts
- 0509-2XX Philosophy

**General Education Courses**

**Math, Science, and Computer Science (24 credits)**

	Term	Grade
<i>Math</i>		
1016-204 College Algebra & Trigonometry	_____	_____
1016-319 Data Analysis I	_____	_____
1016-320 Data Analysis II	_____	_____
<i>Science with lab**</i>		
_____	_____	_____
_____	_____	_____
<i>Computer Science</i>		
4002-206 Web Foundations	_____	_____

**Liberal Arts Courses (24 credits)**

	Term	
0502-227 Writing Core Course	_____	_____
_____ Arts of Expression	_____	_____
<i>Social Sciences*</i>		
_____	_____	_____
_____	_____	_____
<i>Humanities*</i>		
_____	_____	_____
_____	_____	_____

**Upper Level (400+) LA Concentration/Minor (12 credits)**

_____	_____	_____
_____	_____	_____
_____	_____	_____

**LA Minor (8 credits) OR**

**General Ed. Electives (16 credits)--may include CLA 400+**

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**First Year Enrichment (2 credits)**

_____	_____	_____
_____	_____	_____

**Wellness Activity Courses (0 credits)**

_____	_____	_____
_____	_____	_____

Total Degree Credits **182**

**College of Science**

**\*\*Select two (8 credits) from the following examples:**

- Chemistry for a Global Society I w/lab,
- Chemistry for a Global Society II w/lab,
- Explorations in Physics w/lab,
- Human Biology I w/lab,
- Human Biology II w/ lab.