

*Curriculum Guide for Transfer to: Grand Valley State University*

*Curriculum: Advertising and Public Relations*

Minimum Required Credits

*Group I. Communications Group Requirement (1)*..... 6  
 Take ENGL 151 and 152.

*Group II. Wellness Group Requirement (2)*..... 2  
 Take one of the following: PEC 121, 150 through 160.

*Group III. Social Science Group Requirement (1)*..... 9  
 Take ANTH 200, SOCI 201, 202.

*Group IV. Science and Mathematics Group Requirement (1)*..... 8  
 Take a minimum of four credit hours in a science lab and a minimum of four credit hours in math and science, choose from at least two of the following subject areas (one must include a laboratory): ASTR 104; BIOL 101, 110, 111, 112, 116, 200, 201, 202, 205; CHEM 100 or above; GEOG 100; MATH 121 - 242; PHYS 111, 201; SCIE 100, 102, 103.

*Group V. Humanities Group Requirement (1)*..... 8  
 Course work selected from two or more of the following subject areas: 211, 212, 213; a Foreign Language course; HIST 103, 104, 106, 151, 152, 201, 202, 203; (if not used in group III) HUMA 150, 200, 205; LITE 105, 205, 206, 211, 212, 216, 223, 225, 230, 285; MUSI 211, 212; PHIL 201, 202, 250; THEA 121, 122.  
 (NOTE: For a B.A. degree at GVSU, take a minimum of two semesters of a foreign language).

MAJOR REQUIREMENTS:

COMM 207	Public Speaking	3
JOUR 112	News Writing	3
BUAD 121	Principles of Advertising	3
MATH 121	Intermediate Algebra	4

- An internship is required at GVSU during Fall, Winter or Summer.
- Students seeking a B.S. degree, take MATH 130.
- Students seeking a B.A. degree, take three semesters of one foreign language.

This guide is not intended to satisfy the requirements for an Associate Degree at KCC.

- (1) Completion of course requirements in Groups I, III, IV and V satisfies the MACRAO agreement between KCC and GVSU.
- (2) Not a requirement at GVSU. See an academic advisor if seeking an associate's degree from KCC.