

Spring Arbor University Advising Guide

NAME

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ADVISOR

MAJOR: ADVERTISING & PUBLIC RELATIONS 62 Hours			
Have	Need	Grade	
0	3		APR 207 Advertising
0	3		APR 309 Advanced Advertising
0	3		APR 311 Corporate Communications
0	3		APR 347 Public Relations
0	3		COM 100 Introduction to Communication
0	3		COM 110 Communication Technology
0	3		COM 212 Rhetoric
0	2		COM 214 Communication Theory
0	2		COM 314 Communication Research
0	3		COM 317 Digital Influence (1 cr. 3 times)
0	3		COM 324 Web Content and Management
0	3		COM 354 Applied Social Media
0	3		COM 356 Popular Culture
0	3		COM 385 Practicum (Requires Dept. Approval)
0	1		COM 399 Portfolio
0	3		COM 404 Oral & Digital Persuasion
0	1		COM 480 Senior Seminar
0	3		WRT 216 Writing for the Media
0	3		ENT 201 Small Business Management
0	3		MKT 221 Marketing Principles
0	0		
0	0		
0	8		Electives from the following to total 62 hours:
0	0		APR 370 Special Topics
0	0		ART 204 Photography
0	0		AUD 174 Radio Production
0	0		COM 301 Comm, Spirituality and Service
0	0		COM 368 Intercultural Communication
0	0		COM 385 Practicum (Requires Dept. Approval)
0	0		SOC, MAT, or PSY 351
0	0		VID 202 Video Production
0	0		WRT 210 News Reporting
0	0		WRT 373 Feature Writing
0	0		
0	62		Total

Sophomore Check

Student progress will be assessed by the department at both the freshman and sophomore levels (after first year for transfer students). Students must pass a sophomore/transfer check to continue in the major.

CORE			
Have	Need	Grade	
0	3		COL 100 Discovery in the Liberal Arts
0	3		COL 200 Christian Faith
0	1		COL 274 Cross Cultural Orientation
0	3		COL 275 Cross Cultural Studies
0	3		COL 300 The Christian Faith: It's Practices
0	3		COL 400 The Christian-Contemporary World
0	16		Total
WRITING ~ ORAL COMMUNICATION ~ PHYSICAL FITNESS			
0	3		ENG 104 College Writing*
0	3		ENG 304 Writing and Research**
0	2		HPR 101 Personal Fitness & Wellness
0	0	*	COM 212 Rhetoric
0	8		Total
LIBERAL ARTS REQUIREMENTS			
0	2		ART 152 Art Foundations or ART 204
0	2		MUS 152 Music Foundations
0	3		ENG 112 World Literature
0	4		Lab Science
0	3		MAT 101 or 104 or higher
0	3		PHI 200 Intro to Phil or PHI 210 Worldviews
0	3		BIB 217 Survey of the Old Testament
0	3		BIB 218 Survey of the New Testament
0	3		HIS 121 or 122 or 141 or 142 or 221
0	3		ECN or PSY or SOC
0	29		Total

* A 2.0+ GPA is required in ENG 104 and COM 212.

** ENG 304 is waived by successful completion of the writing proficiency.

SUMMARY

Date of Evaluation:	Date of last revision:
Teacher Certification: No <input checked="" type="checkbox"/> Elementary <input type="checkbox"/> Secondary <input type="checkbox"/>	
Anticipated Graduation Date :	Combined GPA :
Transcripts evaluated :	

	Need		Need		Need
COL	0	Major	0	Minor	0
Comm	0	Support	0	Support	0
LAR	0				
Electives	0				
Transfer Hours		(max of 68 community college hrs)			
SAU Hours					
Total Hours Needed		0 (124 hours)			
Upper Level Hours Completed		(40 hours)			