

Spring Arbor University

Advising Guide

NAME

ID

ADVISOR

MAJOR: ADVERTISING & PUBLIC RELATIONS 46 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	0	#	ART 204 Photography
0	3		COM 100 Introduction to Communication
0	3		COM 110 Communication Technology
0	0	#	COM 212 Rhetoric
0	2		COM 214 Communication Theory
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 385 Practicum
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	0		
0	6		Electives from the following to total 46 hours:
0	0		APR 370 Special Topics
0	0		AUD 174 Radio Production
0	0		COM 301 Comm, Spirituality and Service
0	0		COM 314 Communication Research
0	0		COM 368 Intercultural Communication
0	0		ENT 201 Small Business Management
0	0		MKT 221 Marketing Principles
0	0		VID 202 Video Production
0	0		WRT 310 Multimedia Reporting
0	0		WRT 373 Feature Writing
0	0		
0	46	# Met in GE	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		COR 100 Discovery in the Liberal Arts
0	3		COR 200 Christian Faith
0	1		COR 274 Cross Cultural Orientation
0	3		COR 275 Cross Cultural Studies
0	3		COR 300 The Christian Faith: It's Practices
0	3		COR 400 The Christian-Contemporary World
0	16		Total
LIBERAL ARTS SKILLS			
0	3		ENG 104 College Writing*
0	3		ENG 304 Writing and Research**
0	2		HPR 101 Personal Fitness & Wellness
0	3		COM 212 Rhetoric
0	11		Total
* A 2.0+ GPA is required in ENG 104 and COM 212. ** ENG 304 is waived by successful completion of the writing proficiency.			
LIBERAL ARTS PATHWAYS			
0	3		ART 204
0	2		MUS 152, 220 or MUS 230/240 (2 Semesters)
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	30		Total

SUMMARY	
Date of Evaluation:	Date of last revision:
Teacher Certification:	No ☒ Elementary ☐ Secondary ☐
Anticipated Graduation Date :	Combined GPA :
Transcripts evaluated :	

	Need		Need		Need
CORE	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)					