

ADVERTISING MINOR REQUIREMENTS

Code	Title	Units
Minor Requirements ¹		
JOURNLSM 220	ADVERTISING FOUNDATIONS	3
JOURNLSM 241	ADVERTISING COPYWRITING	3
JOURNLSM 309	MEDIA ETHICS	3
Select two of the following:		6
COMM 275	AD & PR RESEARCH LITERACY	
JOURNLSM 320	ADVANCED COPYWRITING AND LAYOUT	
JOURNLSM 322	ADVERTISING MEDIA PLANNING AND BUYING	
Select one of the following:		3
ACINDP 166	INTRODUCTION TO CREATIVE ENTERPRISE	
COMM 326	COMMUNICATION AND GENDER	
COMM 327	CORPORATE COMMUNICATION FOUNDATIONS	
COMM 328	MANAGING CONFLICT	
COMM 345	PERSUASION	
COMM 424	CROSS CULTURAL COMMUNICATION	
COMM 440	NEW COMMUNICATION TECHNOLOGIES	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
JOURNLSM 431	MASS COMMUNICATION IN SOCIETY	
Select two of the following:		6
COMM 202	PUBLIC RELATIONS PRINCIPLES	
COMM 240	SPEAKING FOR SUCCESS	
COMM 276	EVENT PLANNING FOR COMMUNICATION PROFESSIONALS	
COMM 285	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB	
JOURNLSM 248	PUBLICATION LAYOUT	
JOURNLSM 303	FEATURE WRITING	
JOURNLSM 364	ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT	
JOURNLSM 425	ADVANCED ADVERTISING CREATIVE	
JOURNLSM 491	TRAVEL STUDY	
JOURNLSM 493A	INTERNSHIP ADVERTISING	
MAGD 150	INTRODUCTION TO MEDIA ARTS AND GAME DEVELOPMENT	
Total Units		24

¹ 2.25 minor GPA required to graduate.