

# FOR THOSE DECLARED PRIOR TO FALL 2011

## ADVERTISING MINOR (24 CREDITS)

FOR COURSES IN BOLD, CONTACT THE DEPARTMENT OFFICE FOR ASSISTANCE IN REGISTERING AND PERSONALIZATIONS OF YOUR AR.

### **REQUIRED ADVERTISING CORE. 12 CREDITS**

Course No.	Course Name	Prerequisites
_____ JOURNLSM 220	Foundations of Advertising	None
_____ <b>JOURNLSM 243</b>	<b>Mass Media Writing</b>	No longer offered. Take Journlsm 241 Electronic Media Copywriting)
_____ JOURNLSM 320	Advertising Copywriting and Layout	JOURNLSM 220 and 241
_____ JOURNLSM 322	Advertising Media Planning & Buying	JOURNLSM 220

### **ELECTIVES. 12 CREDITS.**

**(Select 12 credits from at least two of the following groups. No more than 9 credits may be selected from any one group)**

#### **Group 1:**

_____ JOURNLSM 241	Electronic Media Copywriting (May not count as an elective if you completed Journlsm 243 Mass Media Writing)	None
_____ JOURNLSM 275	Advertising & PR Research Literacy	JOURNLSM 220 <u>or</u> COMM 202
_____ JOURNLSM 305	History of Mass Communication	Junior standing
_____ JOURNLSM 322	Advertising Media Planning & Buying	JOURNLSM 220
_____ <b>JOURNLSM 420</b>	<b>Law of Mass Communication*</b>	JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 131 <u>or</u> COMM 232
_____ <b>JOURNLSM 423</b>	<b>Advertising Campaigns*</b>	JOURNLSM 275, 320, 322; coreq JOURNLSM 364 and JOURNLSM 309
_____ <b>JOURNLSM 430</b>	<b>Communication &amp; Public Opinion</b>	JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 232 <u>or</u> any course in Poli Sci <u>or</u> Sociology and junior standing
_____ <b>JOURNLSM 431</b>	<b>Mass Communication in Society*</b>	COMM 131 <u>or</u> 202 <u>or</u> 232 <u>or</u> JOURNLSM 212 <u>or</u> JOURNLSM 220
_____ JOURNLSM 485	Communication Research Methods	Junior standing
_____ JOURNLSM 491	Travel Study	COMM 424 <u>or</u> consent of instructor
_____ JOURNLSM 493A	Internship in Advertising	JOURNLSM 220, 320 <u>or</u> 322, 3.0 GPA in the prereq course and/or consent of instructor

#### **Group 2:**

_____ MAGD 150	Introduction to Multimedia	Department consent
_____ MAGD 210	Visual Imaging for Digital Design	
_____ MAGD 270	Multimedia Production I	MAGD 150 and 210
_____ MAGD 271	Multimedia Production II	MAGD 150 and 210
_____ JOURNLSM 350	Writing for Multimedia (seldom offered)	Coreq: MAGD 150

#### **Group 3:**

_____ ARTSTDIO 180	Intro to Advertising Design(Seldom offered)	
_____ ARTSTDIO 287	Computer Graphics for the Artist	ARTSTDIO 102 and sophomore standing
_____ ARTSTDIO 381	Graphics design 1	ARTSTDIO 120 and 201; Coreq: ARTSTDIO 287

#### **Group 4:**

_____ COMM 202	Principles of Public Relations	None
_____ COMM 330	Corp & Industrial Video Prod (seldom offered)	COMM 238
_____ COMM 335	Advertising Video Production (seldom offered)	COMM 238
_____ COMM 345	Persuasion	COMM 110
_____ COMM 422	Communication Theories	Junior standing
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110
_____ COMM 440	New Communication Technologies	MAGD 150 <u>or</u> JOURNLSM 212 <u>or</u> 220 <u>or</u> COMM 131 <u>or</u> 232 <u>or</u> junior standing

#### **Group 5:**

_____ MARKETNG 311	Principles of Marketing	Admission to the college and 2.0 for minors/ non-business majors for which this course is an option
_____ MARKETNG 350	Intergrated Marketing Communications	MARKETNG 311
_____ MARKETNG 351	Internet Marketing	MARKETNG 311
_____ MARKETNG 420	Consumer Behavior	MARKETNG 311
_____ MARKETNG 429	Principles of Selling	MARKETNG 311
_____ MARKETNG 432	Marketing in Service Organizations	MARKETNG 311
_____ MARKETNG 444	Direct and Multichannel Marketing	MARKETNG 311

