

**ADVERTISING MINOR — (24 CREDITS)**

(Students must have a 2.25 GPA within the minor at time of completion to qualify for graduation)

**REQUIRED CORE. (9 CREDITS)**

Course No.	Course Name	Prerequisites
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ JOURNLSM 309	Media Ethics	(COMM 238 and COMM 239) or JOURNLSM 227 or JOURNLSM 220 or COMM 131

**ELECTIVES. (6 CREDITS) CHOOSE 2 COURSES FROM THE FOLLOWING LIST:**

_____ COMM 275	Advertising & PR Research Literacy	JOURNLSM 220 or COMM 202
_____ JOURNLSM 320	Advertising Copywriting and Layout	JOURNLSM 220 and 241
_____ JOURNLSM 322	Advertising Media Planning and Buying	JOURNLSM 220

**THEORY/DIVERSITY ELECTIVES. (3 CREDITS) CHOOSE 1 COURSE FROM THE FOLLOWING LIST:**

_____ COMM 326	Communication and Gender	Sophomore standing
_____ COMM 345	Persuasion	COMM 110
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 or JOURNLSM 220 or any course in Political Science or Sociology and Junior standing or consent of instructor

**APPLIED ELECTIVES. (6 CREDITS) CHOOSE 2 COURSES FROM THE FOLLOWING LIST:**

_____ COMM 202	Principles of Public Relations	None
_____ COMM 240	Advanced Public Speaking (GH)	COMM 110
_____ COMM 285	Social Media Optimization & The Web	Sophomore standing or instructor consent
_____ JOURNLSM 248	Publication Layout	JOURNLSM 227 or 220 or COMM 203
_____ JOURNLSM 303	Feature Writing	JOURNLSM 227 or 241 or COMM 203
_____ JOURNLSM 364	Advertising & PR Account Mgt.	COMM 302 or JOURNLSM 322
_____ JOURNLSM 425	Advanced Advertising Creative	JOURNLSM 320
_____ JOURNLSM 491	Travel Study	Consent of department
_____ JOURNLSM 493A	Internship in Advertising	Department consent

**\*\*\*\*\* APPLIED ELECTIVE SUGGESTIONS \*\*\*\*\*****Electives Strongly Suggested For:**

Course Number and Name	Account	Media	Creative
JOURNLSM 248 Publication Layout			X
JOURNLSM 303 Feature Writing			X
JOURNLSM 364 Advertising & Public Relations Account Mgt.	X		
JOURNLSM 425 Advanced Advertising Creative			X
JOURNLSM 491 Travel Study	X	X	X
JOURNLSM 493A Internship in Advertising	X	X	X
COMM 202 Principles of Public Relations	X		X
COMM 240 Advanced Public Speaking (GH)	X	X	
COMM 285 Social Media Optimization & The New Web	X	X	X