



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