MINOR IN ADVERTISING

Curriculum Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>STC 114</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>STC 200</td>
<td>Advertising Strategy Development</td>
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<td>Select 9 credit hours with the approval of an Advertising faculty advisor</td>
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<tr>
<td>STC 102</td>
<td>Graphic Design for Strategic Communication</td>
<td></td>
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<tr>
<td>STC 103</td>
<td>Statistical Reasoning for Strategic Communication</td>
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<tr>
<td>STC 202</td>
<td>Advanced Graphic Design for Advertising</td>
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<tr>
<td>STC 231</td>
<td>Advertising Copywriting and Concept</td>
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<tr>
<td>STC 233</td>
<td>Writing for Advertising Account Management</td>
<td></td>
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<tr>
<td>STC 312</td>
<td>Research Methods for Advertising</td>
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<tr>
<td>STC 331</td>
<td>Advanced Copywriting</td>
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</tr>
<tr>
<td>STC 334</td>
<td>Social Media Messaging and Strategies</td>
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<tr>
<td>STC 340</td>
<td>Interactive, Digital, and Social Media in Advertising</td>
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<tr>
<td>STC 350</td>
<td>International and Cross-cultural Advertising</td>
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<tr>
<td>STC 380</td>
<td>Advertising Internship</td>
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<tr>
<td>STC 384</td>
<td>Advertising Creative Strategy and Execution</td>
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<tr>
<td>STC 388</td>
<td>Media Planning</td>
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<tr>
<td>STC 389</td>
<td>Media Buying and Advertising Sales</td>
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<tr>
<td>STC 390</td>
<td>Art Direction</td>
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<tr>
<td>STC 401</td>
<td>Seminar in Advertising and Society</td>
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<tr>
<td>STC 412</td>
<td>Public Opinion and Mass Communication</td>
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<td>STC 483</td>
<td>Integrated Marketing Communication</td>
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<td>STC 490</td>
<td>Special Topics in Advertising</td>
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<tr>
<td>STC 491</td>
<td>The Business of Account Management</td>
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<td>Total Credit Hours</td>
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</tbody>
</table>

1. It is the student's responsibility to meet any prerequisites for elective courses other than STC 114 and STC 200. Such prerequisites (these are listed as a link for each course) will not be waived.

* A grade of C or higher is required in all courses (a C- is not acceptable).