MINOR IN ADVERTISING

Overview

Students minoring in advertising are provided a solid foundation into the principles and practice of strategy development in the field of advertising. Students then are able to choose from among various advertising electives to gain more extensive knowledge of elements of the advertising field.

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

* 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).