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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</tbody>
</table>

Select 9 credit hours with the approval of an Advertising faculty advisor \(^1\) [9]

- STC 102: Graphic Design for Strategic Communication
- STC 130: Writing 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 290: Special Topics in Strategic Communication
- STC 302: Advanced Graphic Design and Photography
- STC 303: Typography and Brand Design
- STC 304: Project Management for Strategic Communication
- STC 306: Consumer Insights In US Hispanic Markets
- STC 312: Research Methods for Advertising
- STC 316: Ethics in Strategic Communication
- STC 331: Advanced Copywriting
- STC 334: Social Media Messaging and Strategies
- STC 340: Digital and Mobile Advertising
- STC 350: International Advertising
- STC 356: Multicultural and Inclusive 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 404: Advertising Entrepreneurship
- STC 414: Advanced Research Methods for Advertising
- STC 415: Advanced Business and Advertising Strategy Development
- STC 438: Advertising Practicum
- STC 444: Social Media Analytics
- STC 490: Special Topics in Advertising
- STC 491: The Business of Account Management
- STC 492: Advanced Advertising Creative Development
- STC 494: Special Topics in Strategic Communication
- STC 495: Advertising Management
- STC 498: AAF National Student Advertising Campaign Competition
- STC 499: Projects and Directed Research

Total Credit Hours 15

\(^1\) 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).