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>Required Courses</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>STC 114</td>
<td>Principles of Advertising</td>
<td></td>
<td>3</td>
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<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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<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

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