

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

Code	Title	Credit Hours
Required Courses		
STC 114	Principles of Advertising	3
STC 200	Advertising Strategy Development	3
Select 9 credit hours with the approval of an Advertising faculty advisor ¹		9
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.

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