

# Advertising Minor Worksheet – 24 credits

## Advertising Minor (24 credits)

**Core (21 credits)**

- 141 Introduction to Media: News, Public Relations and Advertising
- 221 Writing for the Media
- 251 Foundations of Multimedia Storytelling (30 crs.)
- 250 Principles of Advertising (30 crs)
- 324 Editing (221)
- 351 Advertising Copy, Layout and Production (141, 221, 250, 324, 60 crs)
- 353 Advertising Media (141, 221, 250, 324)

**Journalism Electives (3 credits)**

One other Journalism department course (the following DO NOT count toward the minor: 340, 424, 427, 440, 455 or 472).

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## Journalism Electives

Prerequisites are listed in parentheses

211 Principles of Public Relations (30 crs) 251 Foundations of Multimedia Storytelling 312 Media Ethics (141, 221, 324 or consent of instructor, 60 crs, cross-listed w/RTF 312) (Offered irregularly) 315 Public Relations Techniques (141, 211, 221, 324, 60 crs) 319 Case Studies in Public Relations (211, 60 crs) (Fall) 325 Magazine Editing & Production (141, 221, 324 and one of the following 239, 251, 315, 327 or 331) 327 Reporting (141, 221, 60 crs) 331 Visual Media Design (141, 221, 324, 60 crs) 341 Media & Society (141, 60 crs) (Spring) 343 Travel & Documentary Photography (141, 239 or consent of instructor) 347 The Journalist in Literature and Film (60 crs) 371 History of Journalism in the U.S. (141, 60 crs) (Fall) 380 International Press/Comparative Mass Communications Systems (141) (Offered irregularly)	412 Law of Mass Communication (141, 221, 324, 85 crs) 413 Feature Writing (141, 221, 324, 327) 428 Advanced Reporting (141, 221, 324, 327) 429 Special Topics in Writing/Editing (221, 327 or consent of instructor) 431 Reporting of Public Affairs (141, 221, 327 or consent of instructor) (Offered irregularly) 441 Interpretive and Persuasive Writing (141, 221, 327 or consent of instructor) (Offered irregularly) 451 Online Publishing (141, 221, 324 and one of the following 239, 251, 315, 327, 331, 335 or consent of instructor) 452 Special Topics in Visual Journalism (251 or consent of instructor) 454 Selected Topics in Journalism (Course may be repeated with different content) (Consent of instructor) 457 Media Organization & Management (141, 221, 324, 60 credits)
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- ❖ An overall 2.5 GPA required.
- ❖ Must receive a “C” or higher in all prerequisite journalism classes.
- ❖ Need to take 141 and receive a “C” or higher to get into 300- and 400-level journalism classes.

<b>Spring</b> ‘_____	<b>Spring Interim</b> ‘_____	<b>Summer</b> ‘_____	<b>Fall</b> ‘_____	<b>Fall Interim</b> ‘_____
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