

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
- 250 Principles of Advertising
- 324 Editing
- 351 Advertising Copy, Layout and Production
- 353 Advertising Media

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 251 Foundations of Multimedia Storytelling 312 Media Ethics (<i>Offered irregularly</i>) 315 Public Relations Techniques 319 Case Studies in Public Relations (<i>Fall</i>) 325 Magazine Editing & Production 327 Reporting 331 Visual Media Design 341 Media & Society (<i>Spring</i>) 343 Travel & Documentary Photography 347 The Journalist in Literature and Film 371 History of Journalism in the U.S. (<i>Fall</i>)	380 Global Media (<i>Offered irregularly</i>) 412 Law of Mass Communication 413 Feature Writing 428 Advanced Reporting 429 Special Topics in Writing/Editing 431 Reporting of Public Affairs (<i>Offered irregularly</i>) 441 Interpretive and Persuasive Writing (<i>Offered irregularly</i>) 451 Online Publishing 452 Special Topics in Visual Journalism 454 Selected Topics in Journalism (<i>Course may be repeated with different content</i>) 457 Media Organization & Management
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- ❖ An overall 2.0 GPA required.
- ❖ Must receive a "C" or higher in all prerequisite journalism classes.

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