

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 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 360	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).