ADVERTISING, MINOR

Requirements

The academic standards of the department require that all Advertising minors pass all required and prerequisite courses with grades of "C" or better.

Required Courses

Code	Title	Hours
COM 342	Advertising Strategy and Copywriting	3
COM 344	Advertising Media Analysis	3
DGN 310	Graphic Design 1	3
MKT 350	Principles Of Marketing	3
MKT 352	Advertising and Promotion MGT.	3
MKT 355	Consumer Behavior	3
Total Hours		**18**