

JOURNALISM - ADVERTISING MINOR (24 CREDITS)

(Unless otherwise noted, all classes are offered Fall & Spring semesters. Classes are offered in Summer & Winterim on a need basis.)

Required Courses – 12 credits

- _____ Journlsm 220 Foundations of Advertising
- _____ Journlsm 243 Mass Media Writing
- _____ Journlsm 320 Advertising Copywriting and Layout (*Prereq: Journlsm 220 & 243*)
- _____ Journlsm 423 Advertising Campaigns (*Prereq: Journlsm 320*)

Select 12 credits from at least two of the following groups. No more than nine (9) credits may be selected from any one group.

Journalism

- _____ Journlsm 241 Electronic Media Copywriting
- _____ Journlsm 305 History of Mass Communication
- _____ Journlsm 310 Publication Photography (***Offered Fall semester only***)
- _____ Journlsm 322 Advertising Media Planning and Buying (*Prereq: Journlsm 220*)
- _____ Journlsm 420 Law of Mass Communication (*Prereq: Journlsm 210 or 220 or Speech 131 or 232*)
- _____ Journlsm 430 Communication and Public Opinion (*Prereq: Journlsm 210 or 220 or Speech 232 or any course in Poli Sci or Sociology & Junior/Senior Standing or consent of instructor*)
- _____ Journlsm 431 Mass Communication in Society (*Prereq: Speech 131 or 202 or 232 or Journlsm 210 or 220*)
- _____ Journlsm 485 Communication Research Methods (*Prereq: Junior/Senior Standing*)
- _____ Journlsm 491 Travel Study (when approved by advisor)
- _____ Journlsm 493A Internship in Advertising (3 cr) (*Prereq: Journlsm 220, 320 or 322, 3.0 GPA in prerequisite courses and/or consent of instructor*)

Multimedia

- _____ Acindp 150 Introduction to Multimedia **OR** Acindp 151 Multimedia Aesthetics
- _____ Journlsm 270 Multimedia Production I: Communication and Web Development (*Coreq: ACINDP 150*)
- _____ Journlsm 271 Multimedia Production II: Communication & Local Media (*Prereq: Speech/Journlsm 270 Coreq: ACINDP 150*)
- _____ Journlsm 350 Writing for Multimedia (*Coreq: ACINDP 150*) (***Offered Fall semester only***)
- _____ Journlsm 352 Interactive Communication and Multimedia Production (*Prereq: Speech/Journlsm 271*)

Art

- _____ Artstdio 180 Introduction to Advertising Design
- _____ Artstdio 287 Computer Graphics for the Artist (*Prereq: Artstdio 120 and 201*)
- _____ Artstdio 381 Graphic Design (*Prereq: Artstdio 102*)

Speech Communication

- _____ Speech 202 Principles of Public Relations
- _____ Speech 330 Corporate and Industrial Video Production (*Prereq: Speech 238*) (***Offered Spring semester only***)
- _____ Speech 335 Advertising Video Production (*Prereq: Speech 238*) (***Offered Fall semester only***)
- _____ Speech 345 Persuasion (*Prereq: Speech 110*)
- _____ Speech 422 Communication Theories
- _____ Speech 424 Cross Cultural Communication (*Prereq: Speech 110*)
- _____ Speech 440 New Communication Technologies (*Prereq: Journlsm 210 or 220 or Speech 131 or 232 or Jr. Standing*)

Marketing (course 350, 351, 420, 429, 432 & 445 all have prereq of Marketing 311)

- _____ Marketng 311 Principles of Marketing
- _____ Marketng 350 Promotional Policies
- _____ Marketng 351 Internet Marketing
- _____ Marketng 420 Consumer Behavior
- _____ Marketng 429 Personal Selling
- _____ Marketng 432 Marketing in Service Organizations
- _____ Marketng 445 Database Marketing

All courses are 3 credits unless otherwise indicated.

Courses cannot count towards both the major and the minor.