**Advertising Minor 2017-2018**

The advertising minor is an interdisciplinary program requiring a minimum of 28 credit hours as follows:

Degree Requirements

**Students must take the following:**
ART 210 Foundations of Digital Media (now ART 110: Foundations: Digital Media) 4
COM 222 Media Aesthetics and Creativity 4
COM 224 Mass Media & Society 4
COM 283 Principles of Advertising 4
COM 383 Writing for Advertising (now Advertising Creative Direction) 4
Subtotal: 20

**One of the following courses:**
ART 305 Graphic Design I 4
COM 302 Digital Arts for Professional Communication 4
Subtotal: 4

**One of the following courses:**
ART 102 Foundations: Drawing 4
ART 104 Foundations: 2-D Design 4
COM 225 Media Writing 4
COM 241 Introduction to Sound, Image and 4 Motion (no longer available to ADPR majors)
COM 315 Web Design 4
Subtotal: 4

**Total Credit Hours: 28**
In addition to the courses listed above, the faculty RECOMMENDS that a student take additional electives from the following list: ART 318 Graphic Design II 4 ART 309 Typography 4 ART 310 Creative Coding 4 BUS 101 Introduction to Global Business 4 COM 436 Critical Studies in Public 4 Communication COM 470 Communication Research Methods 4 COM 583 Advertising Campaigns 4 ECO 204 Principles of Microeconomics 4 MKT 300 Principles of Marketing 4