**Advertising Minor 2018-2019**

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

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

**Digital Core
Choose one of the following:**
ART 305 Graphic Design I 4
COM 302 Digital Media and Design for Communication 4
Subtotal: 4

\*NOTE Prereqs for ART 305 are ART 110, ART 102, and ART 104.

**Creative Electives
Choose one of the following:**ART 102 Foundations: Drawing 4
ART 104 Foundations: 2-D Design 4
COM 225 Media Writing 4
COM 315 Web Design 4
FMX 241 Sound, Image and Motion 4 (no longer available to ADPR majors)
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 BUS 101 Introduction to Global Business 4 COM 436 Communication and Media Ethics 4 COM 470 Communication Research Methods 4 COM 583 Advertising Campaigns 4 ECO 204 Principles of Microeconomics 4 FMX 310 Creative Coding 4 MKT 300 Principles of Marketing 4