Advertising Minor 2019-2021

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

Degree Requirements

**Students must take the following:**

|  |  |  |
| --- | --- | --- |
| [COM 222](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/COM-Communication/200/COM-222) | Media Aesthetics and Creativity | 4 |
| [COM 224](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/COM-Communication/200/COM-224) | Mass Media and Society | 4 |
| [COM 225](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/COM-Communication/200/COM-225) | Media Writing | 4 |
| [COM 283](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/COM-Communication/200/COM-283) | Principles of Advertising | 4 |
| [COM 383](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/COM-Communication/300/COM-383) | Advertising Creative Direction | 4 |
|  | **Total Credit Hours:** | **20** |

**Digital Foundations – CHOOSE ONE**

|  |  |  |
| --- | --- | --- |
| [ART 110](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/ART-Art/100/ART-110) | Foundations: Digital Arts | 4 |
|  | or |  |
| [FMX 210](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/FMX-Film-Animation-and-New-Media/200/FMX-210) | Digital Media | 4 |
|  | **Total Credit Hours:** | **4** |

**Digital Intermediate – CHOOSE ONE**

|  |  |  |
| --- | --- | --- |
| [ART 305](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/ART-Art/300/ART-305) | Graphic Design I | 4 |
|  | or |  |
| [COM 302](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/COM-Communication/300/COM-302) | Digital Media and Design for Communication | 4 |
|  | **Total Credit Hours:** | **4** |

*\*NOTE Prereqs for*[*ART 305*](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/ART-Art/300/ART-305)*are*[*ART 110*](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/ART-Art/100/ART-110)*,*[*ART 102*](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/ART-Art/100/ART-102)*, and*[*ART 104*](http://ut.smartcatalogiq.com/current/catalog/Course-Descriptions/ART-Art/100/ART-104)*.*

**TOTAL CREDIT HOURS: 28**