ADVERTISING MINOR:
20 CREDIT HOURS
This major will take at least three semesters to complete.

ALL COURSES IN A PHASE MUST BE COMPLETED BEFORE MOVING TO THE NEXT PHASE.

PHASE ONE
- APR 221 (3) INTRODUCTION TO ADVERTISING
- APR 260 (1) SOFTWARE APPLICATIONS I
- MC 101 (3) INTRODUCTION TO MASS COMMUNICATION
- JCM 103 (1) MECHANICS OF MEDIA WRITING

PHASE TWO
- APR 270 (3) STRATEGIC THINKING (AD)
- APR 280 (3) INVESTIGATION AND INSIGHTS
- APR 300 (3) BASIC PRINCIPLES OF DESIGN

APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR.

PHASE THREE
- APR 422 (3) CHANNEL PLANNING