

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2011-2012 ▼

Creative Advertising '11

CREATIVE ADVERTISING '11

15 credits

Minor Core Requirements

Courses: 5/5

Course	Title	Credits	Grade
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior (Adcult)	3	C
54-1604	Interactive Advertising	3	C
54-1605	Advertising Copywriting I	3	C
54-2601	Advertising Workshop	3	C

Choose one capstone course for 3 credits to complete the minor.

Capstone Requirement

Courses: 1/1

Course	Title	Credits	Grade
54-3604	Creative Portfolio Development	3	C
54-3978	Ad Agency	3	C

This page displays information from the OASIS Catalog.

The OASIS system is maintained by the IT department. Program requirement records are maintained by the associate deans in each of their respective schools.