

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

Creative Advert Minor14

CREATIVE ADVERTISING

CREATIVE ADV MINOR-18 cr

Courses: 6/6

Course	Title	Credits	Grade
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior	3	C
54-1604	Interactive Advertising	3	C
54-1605	Advertising Copywriting I	3	C
54-2601	Advertising Workshop	3	C
54-3604	Creative Portfolio Development	3	C
OR 1 of the following:			
	54-3978 Agency	3	C

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