

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2012-2013 ▼

Creative Advertising

18 CREDITS

CREATIVE ADVERTISING

15 CREDITS

MINOR CORE REQUIREMENTS

Courses: 5/5

Course	Title	Credits	Grade
54-1600	Introduction to Advertising	3	C
54-1604	Interactive Advertising	3	C
54-1605	Advertising Copywriting I	3	C
54-2500	Introduction to Market Research	3	C

OR 1 of the following:

	54-1530 Marketing Research Basics	3	C
	29-2500 Intro to Marketing Research	3	C
54-2601	Advertising Workshop	3	C

3 CREDITS - Choose one capstone course 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

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