

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2013-2014 ▼

Creative Advertising '13

18 CREDITS

CREATIVE ADVERTISING

15 CREDITS

MINOR CORE REQUIREMENTS

Courses: 5/5

Course	Title	Credits	Grade
54-1500	Introduction to Marketing	3	C
OR 1 of the following:			
	29-1500 Introduction to Marketing	3	C
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior	3	C
54-1605	Advertising Copywriting I	3	C
54-1604	Interactive Advertising	3	C

OR 1 of the following:

54-2601 Advertising Workshop	3	C
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3 CREDITS - Choose one capstone course below to complete the minor:

CAPSTONE REQUIREMENT

Courses: 1/1

Course	Title	Credits	Grade
54-3604	Creative Portfolio Development	3	C
OR 1 of the following:			
	54-3978 MCD 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.