

ADVERTISING MINOR

Requirements for a Minor in Advertising

Code	Title	Hours
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Eighteen semester hours including the following:

Required Courses		
JOU 2303	Reporting and Writing for Media	3
JOU 3325	Editing	3
JOU 3320	Advertising Procedures	3
or JOU 3367	Principles of Advertising and Public Relations	
JOU 3321	Advertising Copywriting	3
JOU 4315	Strategic Communications Research	3
JOU 4320	Advertising Management	3

A grade of "C-" or better in JOU courses used for the minor and a GPA of 2.0 or higher on all JOU courses.

Total Hours		18
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