ADVERTISING MINOR

Requirements for a Minor in Advertising

Code	Title	Hours
Eighteen semester hours including the following:		
Required Courses		
JOU 2303	Reporting and Writing for Media	3
JOU 3325	Editing	3
JOU 3321	Advertising Copywriting	3
JOU 3367	Principles of Advertising and Public Relations	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**