# Advertising Minor

## 2015-2016 Catalog

*This minor will take at least three semesters to complete.*

## Phase One

*All courses in Phase One can be taken together.*

- **MC 101 (3)**  
  Intro. to Mass Communication
- **EN 101 or 103**  
  A prerequisite to APR 221.
- **APR 221 (3)**  
  Intro. to Advertising
- **APR 260 (1)**  
  Software Applications I
- **JN 150 (1)**  
  Mechanics of Writing

## Phase Two

*All courses in Phase Two can be taken together.*

- **APR 270 (3)**  
  Strategic Thinking (AD)
- **APR 280 (3)**  
  Investigation and Insights
- **APR 280 (3)**  
  Basic Principles of Design
- **APR 422 (3)**  
  Channel Planning

## Phase Three

- **APR 300 (3)**  
  Investigation and Insights
- **APR 422 (3)**  
  Channel Planning

*20 Credit Hours*