


# ADVERTISING, MINOR

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Code	Title	Credit Hours
JMC 330	AD-PR Principles and Ethics	3
JMC 380	AD-PR and Continuity Writing	3
JMC 415	Content Strategy	3
Select two of the following:		6
JMC 241	Media Design	
JMC 383	Content Creation	
JMC 424	Media Strategy	
JMC 408	Research Analytics	
JMC 439	 AD-PR Campaign Management	
<b>Total Credit Hours</b>		<b>15</b>