

ADVERTISING MINOR

2/17/09

Advertising Minor Description: Students in colleges and schools outside the School of Journalism may earn a minor in Advertising on-line during summer sessions (**NOTE: the advertising minor is an on-line option only**). To complete a minor in Advertising, students must successfully complete the following courses with a grade of C or better in all courses counted toward the minor. ADV 215, ADV 315, ADV 403, ADV 451, ADV 459. The Advertising minor is not available to students enrolled in the School of Journalism.

Possible Job Tracks: marketing, advertising, promotion of design and design/architecture firms

NOTE: Please be aware of the prerequisites of each minor course before declaring this minor!

COURSE REQUIREMENTS:

(see details at http://journalism.wvu.edu/advertising_minor.htm)

Required Minor Courses	Credits
JRL 101 : Introduction to Mass Communication	3
ADV 215 : Principles of Advertising	3
ADV 315 : Advertising Copywriting	3
ADV 403 : Media Analysis	3
ADV 459 : Campaigns	3

See Undergraduate Catalog for all course descriptions
(<http://coursecatalog.wvu.edu/fullcatalogs/07-09UGradCat.pdf>)

DESIGN STUDIES

ADVERTISING



GEC OBJECTIVE REQUIREMENT OPTIONS

<p>OBJECTIVE 1 ENGL 101. Composition and Rhetoric ENGL 102. Composition and Rhetoric</p> <p>OBJECTIVE 2 Group A: MATH 121 or 124 or 126</p> <p>Group B/C: BIOL 105 - Environmental Biology: BIOL 106 - Environmental Biology Lab: PHYS 108 - Light, Vision, and Color: CS 101 - Intro-Computer Applications: MDS 124 - The Human Environment</p> <p>OBJECTIVE 3 ART 109 or 110 - Basic Drawing for Non-Majors ENGL 251 - American Folklore and Culture</p> <p>OBJECTIVE 4 ADV 201 - Advertising & Society AGEE 220-Group Organization and Leadership BN 215-Introduction to Broadcasting COMM 308-Nonverbal Communication CS 101--Introduction to Computer Applications PHIL 260-Introduction to Symbolic Logic PSYC 233-Psychology of Cinema</p> <p>NOTE: Approved GEC lists available at http://www.arc.wvu.edu/courses/GEC.html</p>	<p>OBJECTIVE 5 ARHS 160 - Survey of Art History 2 ART 109 or 110 - Basic Drawing JRL 279 - Documentary Film in America COMM 305-Appreciation of the Motion Picture INDS 115 - Creativity in the Modern Arts</p> <p>OBJECTIVE 6 COMM 212 - Gender and Communication COMM 308 - Nonverbal Communication LING 101 - Introduction to Language PHIL 260-Introduction to Symbolic Logic PHIL 301-Metaphysics PHIL 306-Philosophy of Mind</p> <p>OBJECTIVE 7 ADV 201 - Advertising & Society: JRL 279 - Documentary Film in America COMM 105-Introduction to the Mass Media ENGL 255 - Multiethnic Literature INDS 115 - Creativity in the Modern Arts</p> <p>OBJECTIVE 8 Foreign Language</p> <p>OBJECTIVE 9 COMM 316-Intercultural Communication SOCA 257-The Art of Primitive Peoples THET 170 - World Theatre and Drama</p>
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DESIGN RELATED REQUIREMENTS

Design Related Courses	Credits
ID 125 : Design Foundations	3
ID 200 : Materials and Sources	3
ID 270 : Lighting	3
DSGN 491 : Additional Field Experience	3
ARHS 101 : Appreciation of Visual Arts	3
ARHS 120 : Survey of Art History	3

PROFESSIONAL FIELD EXPERIENCE

An approved internship or professional field experience is required for a minimum of 6 hours. This experience should occur the summer between your third and fourth year in the program prior to graduation. It should relate your area of interest to design in some way. We will work with you during your 3rd year to determine the best direction for this experience, but it will ultimately be your responsibility to secure the internship. For each credit hour of internship earned, you must work and document 40 hours on the job.

RECOMMENDED ELECTIVES

(Minimum of 9 hours must be 300 level or above)

Recommended Electives	Credits
SPA 270 : Effective Public Speaking (<i>required</i>)	3
2 nd semester of a foreign language of your choice (<i>required</i>)	3
Options	Credits
Any ADV, COMM, BCOR, or MKTG courses related to your business interest	3
ENGL 111. <i>Introduction to Creative Writing.</i>	3
ENGL 258. <i>Popular American Culture</i>	3
ENGL 303. <i>Multimedia Writing</i>	3
ENGL 383. <i>Introduction to Cultural Studies</i>	3
JRL 220. <i>Introduction to Photojournalism</i>	3
PHIL 120. <i>Introduction to Ethics</i>	3
PHIL 170. <i>Introduction to Critical Reasoning.</i>	3
PR 215 : <i>Introduction to Public Relations</i>	3
COMM 306 – <i>Human Communication in Organizations and Institutions</i>	3



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Elective Options (con't.)	Credits
COMM 308 – <i>Nonverbal Communication</i>	3
COMM 316 – <i>Intercultural Communication</i>	3
PSYC 251. <i>Introduction to Social Psychology</i>	3
WMST 245 – <i>Women in International Development</i>	3
MDS 301. <i>Creativity, Discovery, Innovation</i>	3
Other relevant courses as approved by advisor	