

# MINOR IN ADVERTISING

Revised 6/1/2009

*NOTE: If you are a COMMUNICATIONS major (any concentration), you may not complete this minor.*

## Core Requirement (1 class = 3 units) Prerequisites Met In Progress Take

Take the following class (1 class = 3 units)

233	Mass Communication in Modern Society {CAN JOUR 4} [GE IIIC2]	GE IIIC1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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## Concentration Requirements (8 classes = 24 units)

Take all four of these classes (4 classes = 12 units)

350	Principles of Advertising		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
352	Advertising Media	350, jr.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
353	Advertising Creative Strategy and Execution I	ENGL 101, 350, jr.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
451	(A=AAF, B=Local, C=Titan) Advertising Campaigns <i>(451A: spring semester only; consent required—see communications department during the fall semester for application information)</i>	350, 352, 353	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Select any two of these electives (2 classes = 6 units)

380	Interactive Media Design	jr. (SP 10: pre = 317)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
407	Communications Law	233, jr.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
415T	Current Issues in Advertising	233 or 350 or 361	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
425	History & Philosophy of American Mass Communication [GE IIIC2]	233, jr.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
450	Advertising and Brand Communication Management	350, 352, 353	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
452	Advanced Media Strategy and Tactics	350, 352	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
453	Advertising Creative Strategy and Execution II	<u>350 &amp; 353 AND 358 OR 317</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
455	Internet Advertising and Promotional Communications	350, 352, 353	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
480	Persuasive Communications	233, jr.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Under special circumstances, you may substitute other COMM classes with written approval from a concentration advisor.*

## Total (7 classes = 21 units)

## Important Notes

- **DECLARING THE MINOR.** Many courses require being officially declared in the minor prior to registration; the “Class Notes” box in the detailed course information on Titan Online will notate this. To declare the minor, complete the “Request for Minor Objective” form (available at Admissions and Records, LH 114) and have it signed by the Department of Communications (CP-400); return the form to Admissions and Records.  
{CAN} = course satisfies California articulation number indicated.
- **GENERAL EDUCATION [GE].** Communications GE courses (designated in brackets) are permitted to double count for both GE and the minor (9 units maximum in a single department can count toward GE). GE advising: [www.fullerton.edu/aac](http://www.fullerton.edu/aac).
- **TRANSFER.** If you are transferring a course equivalent to COMM 233 or 101, check to see if the equivalency/final grade is documented on your Titan Degree Audit. If not, please submit documentation of this (e.g., copy of transcript, grade report) to the Department of Communications, CP-400, at least 3-5 days PRIOR to enrollment. For CA community college equivalencies, check [www.assist.org](http://www.assist.org); non-articulated courses may be equated with faculty advisor approval.
- **"C" GRADE REQUIREMENT.** Students must earn a "C" or better in all minor courses that are prerequisites for other courses.