

MINOR IN

ADVERTISING

REVISED 09/13

Note: if you are a communications major (of any concentration), you may NOT complete this minor.

Completed	Course	Title	Prerequisites	Notes
[3 units] Core Requirement: Take the following course				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society [GE D.5]	GE D.1	
[12 units] Advertising Concentration Requirements: Take all four of these courses				
<p>Course Prerequisite Sequence (consult with an advisor)</p> <p style="text-align: center;"> <input type="checkbox"/> COMM 350 → <input type="checkbox"/> COMM 352 & <input type="checkbox"/> COMM 353 → <input type="checkbox"/> COMM 451 </p>				
<input type="checkbox"/>	COMM 350	Principles of Advertising	none	"C" required
<input type="checkbox"/>	COMM 352	Advertising Media	COMM 350	"C" required
<input type="checkbox"/>	COMM 353	Advertising Creative Strategy and Execution I	COMM 350	"C" required
<input type="checkbox"/>	COMM 451	Advertising Campaigns (select one: 451 A, B, or C) 451A: AAF Team (spring only; see comm. dept. during fall for application) 451B: Local Focus (fall and spring; see schedule for summer availability) 451C: <u>Practical ADvantange</u> (student-run advertising & PR agency)	COMM 350, 352 & 353 (+ instructor consent for 451A; no consent required for 451B & C)	"C" required (451C: Irvine Campus)
[6 units] Advertising Electives: Select two of the following courses				
	COMM 380	Interactive Media Design	COMM 317	
	COMM 407	Communications Law	Comm 233, jr.	
	COMM 425	History and Philosophy of American Mass Communication [GE D.5]	COMM 233, jr.	
	COMM 450	Advertising and Brand Communication Management	COMM 350, 352 & 353	
	COMM 452	Advanced Media Strategy and Tactics	COMM 350 & 352	
	COMM 453	Advertising Creative Strategy and Execution II	COMM 350 & 353 + either 317 or consent	
	COMM 455	Internet Advertising and Promotional Communications	COMM 350, 352 & 353	
	COMM 457	Broadcast Advertising	COMM 350 & 353	
	COMM 480	Persuasive Communications	COMM 233, jr.	
[21 UNITS] 7 TOTAL COMMUNICATIONS COURSES				

Advising Notes

- **General Education:** communications GE courses (GE D.5: COMM 233 and COMM 425) are permitted to double count for both GE and the minor; GE advising is available at the university Academic Advisement Center (AAC): <http://www.fullerton.edu/aac>
- **"C" Requirement:** Students must earn a "C" or better in 1) minor courses that are prerequisites for other minor courses taken, and 2) courses noted as "C required" on the checklist; a "C minus [C-]" will not fulfill a "C required" designated course
- **Transfer courses:** The registration system recognizes prerequisite completion if the final grades ("C" or better) are correctly entered on the TDA. If transfer prerequisites are not yet entered, you may need to submit documentation (e.g., copy of transcript) to the communications office (CP-400) PRIOR to enrollment. For a list of CA community college equivalencies, check <http://www.assist.org>; non-articulated courses may be approved: see a faculty concentration advisor
- **Minor advising:** Faculty Advisors: office hour flyers available in the communications office (CP-400); professional and peer advisors are available in the College of Communications Advisement Center (CP-425)
- **Course Substitutions:** under special circumstances, you may substitute other comm classes with approval from a concentration faculty advisor
- **"jr.": junior standing** (60+ units)
- **Student may need to be a declared advertising minor to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online