

# ADVERTISING DESIGN COMMUNICATION, MINOR

---

Code	Title	Credits
<b>Marketing Courses</b>		<b>20</b>
ART 240	Concepts of Graphic Communication	
ART 241	Typography Survey	
ART 348	Graphic Design Studio	
COMM 260	Media Writing	
ENG 331	Business Communications	
ENG 460	Writing and New Media	
<b>Design Courses</b>		<b>19</b>
COMM 260	Media Writing	
ENG 331	Business Communications	
ENG 460	Writing and New Media	
MKTG 301	Principles of Marketing	
MKTG 331	Principles of Selling	
MKTG 381	Advertising Management	
<b>Professional Writing Courses</b>		<b>19</b>
ART 240	Concepts of Graphic Communication	
ART 241	Typography Survey	
ART 348	Graphic Design Studio	
MKTG 301	Principles of Marketing	
MKTG 331	Principles of Selling	
MKTG 381	Advertising Management	