

Minor in Content Creation

The Content Creation minor consists of seven courses (21 s.h.) and is designed for students who are interested in building their creative development skills and learning the principles behind strategic social media and content marketing materials.

Requirements

Code	Title	Credit Hours
ADV 1102	Introduction to Advertising	3
ADV 1103	Digital Media and Advertising	3
ADV 1196	Persuasive Writing	3
ADV 2005	Social Media Marketing	3
ADV 2121	Introduction to Copywriting	3
ADV 2151	Introduction to Art Direction: Visual Communication	3
ADV 3022	Copywriting for Print and Web	3
Total Credit Hours		21