

# Minor in Content Creation

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

## Requirements

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
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