## **Content Creation Minor**

## **Overview**

The **Minor in Content Creation**, offered by the Department of Advertising and Public Relations, 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.

Campus Location: Main

## **Contact Information**

Kathy Mueller, Department Chair 215-204-4262 kmueller@temple.edu

Michelle Rambo, Senior Administrative Specialist 215-204-4268 michelle.rambo@temple.edu

Advertising and Public Relations Department Office Annenberg Hall, Room 300

https://klein.temple.edu/academics

Learn more about the Content Creation minor.

## 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