

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

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<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