ADVERTISING CREATIVE (MINOR)

Students pursuing an Advertising Creative minor develop an understanding of creative processes in developing advertising campaigns. Creative is also a longstanding industry standard used in the profession for describing individuals that create advertising content for various media and communication forms including traditional (i.e. direct mail, sales letters, brochures, television, radio, internet) to more innovative forms (social media platforms, interactive promotions, brand user experiences, etc.). It is also a job title that refers to an Ad/PR professional who works on creative teams to develop big ideas such as campaign slogans, storyboards, jingles, and other branded persuasive messages. The following collection of courses in the Advertising Creative minor prepares students to be advertising creatives, copywriters, creative strategists, and for careers in other creative roles with a specific focus on branding in advertising and PR.

An Advertising Creative Minor requires students to complete a total of 24 credit hours (six courses): three required courses and three elective courses. To complete the minor, students must take:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Quarter Hours</th>
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</thead>
<tbody>
<tr>
<td>PRAD 244</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>4</td>
</tr>
<tr>
<td>PRAD 351</td>
<td>COPYWRITING</td>
<td>4</td>
</tr>
<tr>
<td>or PRAD 378</td>
<td>CREATIVITY IN ADVERTISING</td>
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<tr>
<td>PRAD 357</td>
<td>ADVERTISING PORTFOLIO</td>
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<td>Select three of the following:</td>
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<tr>
<td>CMNS 280</td>
<td>INTRODUCTION TO DIGITAL MEDIA SKILLS</td>
<td></td>
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<tr>
<td>JOUR 316</td>
<td>SOUND AND VISION</td>
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<tr>
<td>MCS 260</td>
<td>TRANSMEDIA STORYTELLING: BUILDING A NARRATIVE WORLD</td>
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<tr>
<td>MCS 273</td>
<td>STORYTELLING &amp; STYLE IN CINEMA</td>
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<tr>
<td>PRAD 290</td>
<td>PUBLIC RELATIONS AND ADVERTISING WORKSHOP (VARIABLE TOPICS)</td>
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<tr>
<td></td>
<td>(Creative related topics)</td>
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<tr>
<td>PRAD 292</td>
<td>DESIGN APPLICATIONS FOR PRAD PROFESSIONALS</td>
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<td>PRAD 333</td>
<td>HUMOR AND ADVERTISING</td>
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<td>PRAD 336</td>
<td>ADVERTISING CAMPAIGNS</td>
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<tr>
<td>or PRAD 337</td>
<td>PUBLIC RELATIONS CAMPAIGNS</td>
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<tr>
<td>PRAD 351</td>
<td>COPYWRITING</td>
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<tr>
<td>PRAD 378</td>
<td>CREATIVITY IN ADVERTISING</td>
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<tr>
<td>PRAD 393</td>
<td>SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING</td>
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<td></td>
<td>(Creative related topics such as Advanced Copywriting, Advanced</td>
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<tr>
<td></td>
<td>Portfolio, Multimedia Ad Production, Concept and Sketch Development)</td>
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</tbody>
</table>

1 2 credit course. Must take two of these courses to count toward the minor

All students at DePaul, including students majoring in Public Relations and Advertising (PRAD) can earn this minor.