

ADVERTISING CREATIVE (MINOR)

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

Course	Title	Quarter Hours
PRAD 244	PRINCIPLES OF ADVERTISING	4
PRAD 351	COPYWRITING	4
or PRAD 378	CREATIVITY IN ADVERTISING	
PRAD 357	ADVERTISING PORTFOLIO	4
Select three of the following:		12
CMNS 280	INTRODUCTION TO DIGITAL MEDIA SKILLS	
JOUR 316	SOUND AND VISION	
MPOP 260	TRANSMEDIA STORYTELLING: BUILDING A NARRATIVE WORLD	
MPOP 273	STORYTELLING & STYLE IN CINEMA	
PRAD 290	PUBLIC RELATIONS AND ADVERTISING WORKSHOP (VARIABLE TOPICS) (Creative related topics) ¹	
PRAD 292	DESIGN APPLICATIONS FOR PRAD PROFESSIONALS	
PRAD 333	HUMOR AND ADVERTISING	
PRAD 336	ADVERTISING CAMPAIGNS	
PRAD 337	PUBLIC RELATIONS CAMPAIGNS	
PRAD 339	INTEGRATED COMMUNICATION CAMPAIGNS	
PRAD 351	COPYWRITING	
PRAD 378	CREATIVITY IN ADVERTISING	
PRAD 393	SPECIAL TOPICS IN PUBLIC RELATIONS AND ADVERTISING (Creative related topics such as Advanced Copywriting, Advanced Portfolio, Multimedia Ad Production, Concept and Sketch Development)	

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