

ADVERTISING MINOR PROGRAM		
COMPULSORY COURSES		
Course Code	Course Name	ECTS
ADV201	Understanding Advertising	6 ECTS
ADV203	Creativity in Advertising	6 ECTS
		Total: 12 ECTS
ELECTIVE COURSES		
COMM104	Media and Communication	5 ECTS
ADV202	Consumer Insights	6 ECTS
ADV204	Strategic Research for Advertising	6 ECTS
ADV207	Evolution of Advertising	6 ECTS
ADV303	Advertising Strategy	6 ECTS
ADV304	Art Directing	6 ECTS
ADV305	Copywriting	6 ECTS
ADV401	Advertising Management	6 ECTS
ADV405	Advertising Production	6 ECTS
		Total: 24 ECTS
GRAND TOTAL: 36 ECTS		
GENERAL INFORMATION ABOUT MINOR PROGRAMS		
<p>Students who registered to Minor Major in the Advertising Department must complete a course load of 36 ECTS. 12 ECTS credits of the curriculum consist of compulsory courses. The remaining 24 ECTS credits are completed from the elective pool. Students can take different elective courses with the approval of their advisors.</p>		