

Advertising Minor

Description of Minor

The advertising minor is designed to provide students who anticipate careers involving an advertising component, such as marketing, management and business, with a well-rounded background in advertising principles and concepts. In addition, there will be some exposure to advertising's creative process. The minor is made up of 21 hours of journalism coursework.

Requirements for Minor

Required courses:

	Credits
JMC 030 (Communications in Society) - Spring Only	3
JMC 059 (Visual Communication)	3
JMC 076 (Advertising Principles)	3
JMC 145 (Advertising Campaigns)	3

Choose three of the following:

	Credits
JMC 057 (Video Production)	3
JMC 124 (Advertising Copywriting)	3
JMC 129 (Account Management)	3
JMC 132 (Advertising Media Planning)	3
JMC Elective (To be approved by minor Adviser)	3

Advertising minors must also include PSY-001, and SCSS 001 in their program.