

Advertising - MINOR

The Advertising Minor offers students a collaborative, hands-on, résumé-building experience in the exciting field of advertising. Students learn from a comprehensive process that begins with gathering consumer research and insights and leads to formation of “the big idea” and its creative execution. A minor in Advertising complements many of the current degree offerings and provides expanded career opportunities that result from working on a national advertising campaign. Students build a portfolio of work to support their career ambitions in areas such as copywriting, media communications, art direction, campaign strategy and research.

As part of the program, students select courses to emphasize their experience in strategy or creative advertising.

Advertising

Minor

ADVC1010	Marketing Communications *	3
ADVC2001	Creative Concepts and Strategy	3
ADVC4015	Integrated Marketing Communications Seminar I	3
Choose two of the following:		6
ADVC1011	Media Strategy	
ADVC1021	Influencer Marketing	
ADVC2002	Copywriting and Art Direction	
ADVC3003	Advertising Campaigns	
ADVC3050	Special Projects in Integrated Marketing Communications	
GDES3050	Basics of Print Design	
MCST1150	Introduction to Media Production	
Total Credits		15.0

* Students are responsible for meeting prerequisites.

If a minor course is listed as a major course in a student’s major program, the student must choose additional courses from an elective list to complete the minor. Please see the Minors, Specializations and Certificates page for additional information.