

# 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 advertising campaigns. Students build a portfolio of work to support their career ambitions in areas such as copywriting, media communications, campaign strategy and research.

## Advertising

### Minor

ADVC1010	Marketing Communications *	3
ADVC2001	Content Creation and Generative AI	3
ADVC2011	Media Buying and Planning	3
Choose two of the following:		6
ADVC1021	Influencer Marketing	
ADVC4020	Personal Branding and Portfolio Seminar	
GDES3300	Design for Video I	
MRKT1002	Consumer Behavior	
<b>Total Credits</b>		<b>15.0</b>

\* 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.