

## School of Journalism and Mass Communication

**ADVERTISING MINOR** – Please complete and return to Meredith 119. You must submit this form before Fall break of your junior year to complete this minor.

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**I.D.** \_\_\_\_\_ **Current Completed hours** \_\_\_\_\_ **GPA** \_\_\_\_\_

**Major:** \_\_\_\_\_ **Expected Year of Graduation:** \_\_\_\_\_

**Major Adviser:** \_\_\_\_\_ **Minor Adviser:** \_\_\_\_\_

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 in required and elective courses. Advertising faculty are assigned to advise all minors.

Required courses:

|         |  |       |
|---------|--|-------|
| JMC-030 | Communications in Society (Spring only)            | 3 hrs |
| JMC-59  | Visual Communications                              | 3     |
| JMC-76  | Advertising Principles                             | 3     |
| JMC-145 | Advertising Campaigns (1 credit Fall, 2 in Spring) | 3     |

Students must choose three of the following:

|           |                                 |   |
|-----------|---------------------------------|---|
| JMC-57    | Video Production                | 3 |
| JMC-124   | Advertising Copywriting         | 3 |
| JMC – 129 | Account Management              | 3 |
| JMC-132   | Advertising Media Planning      | 3 |
| JMC_ _ _  | JMC Elective (advisor approved) | 3 |

Advertising minors must also include in their program ECON 1, PSYCH 1, and SOC 1.

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