

Advertising Minor

Drake University School of Journalism and Mass Communication

Fall 2023 - Present

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.

Course	Pre-req	Completed
031 Multimedia Lab		<input type="checkbox"/>
054 Reporting and Writing Principles		<input type="checkbox"/>
Multimedia Elective (Select One)		
057 Intro to Video Production	031	<input type="checkbox"/>
059 Visual Comm Methods	031	
076 Advertising Principles (fall)		<input type="checkbox"/>
113 Consumer Culture (Spring)	076	<input type="checkbox"/>
124 Advertising Copy & Content (Spring)	054, co-req 031	<input type="checkbox"/>
Advertising Elective (Select One)		
117 Media Analytics & Insights (Fall)	113 and MKTG 101	<input type="checkbox"/>
141 Advanced Strategic Messaging (Fall)	57 or 59, 124, & MKTG 101	
139 Advertising Research & Planning (Fall)	40, 113, 124, MKTG 101	<input type="checkbox"/>
145 Advertising Campaign Capstone (Spring)	57 or 59, 139, & 117 or 141	<input type="checkbox"/>

Additional Advertising Minor Requirements

Must maintain a cumulative and JMC GPA of 2.25

Must earn a minimum grade of C- or higher in all pre-requisite courses

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