

Advertising Minor

Fall 2014-2017

School of Journalism and Mass Communication

ADVERTISING MINOR – Please complete and return to Meredith 119. Declaring this minor should be done as early as possible. Students need to declare by fall break of sophomore year to complete the minor on time.

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 of SJMC coursework and one non-SJMC course.

Required courses:

JMC-054	Reporting and Writing Principles	3 hrs
JMC 059	Visual Communications	3
JMC 076	Advertising Principles - Prereq: 15 credit hours	3
JMC 113	Concepts in Consumer Awareness – Fall only, prereq: 054, 076	3
JMC 124	Copywriting and Content Design – prereq: 054, 076, 059 (may be coreq)	3
JMC 145	Advertising Campaigns - Spring only, prereq: One course 117 or 139 or 141	3
PSY 001	Introduction to Psychology	4

Choose one of the following:

JMC 117	Strategic Media Planning – Spring only, prereq: 059, 113, and 124 ***Marketing Majors: please contact instructor for approval	3
JMC 139	Advertising Account Planning - Fall only, prereq: 059, 113, and 124	3
JMC 141	Strategic Message Design - Fall only, prereq: 059, 113, and 124	3