

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-130	Advertising Research	3
JMC-132	Advertising Media Planning	3
JMC_---	JMC Elective (minor advisor approved)	3

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