ADVERTISING MINOR

Advertising Minor Requirements

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.

Required courses for the Advertising minor are as follows:

Code	Title	Hours
JMC 031	MULTIMEDIA LAB	1
JMC 054	REPORTING AND WRITING PRINCIPLES	3
JMC 076	ADVERTISING PRINCIPLES	3
JMC 113	CONSUMER CULTURE	3
JMC 124	ADVERTISING COPY AND CONTENT	3
JMC 139	ADVERTISING RESEARCH & PLANNING	3
JMC 145	ADVERTISING CAMPAIGN CAPSTONE	3
Select one of the following:		3
JMC 057	VIDEO PRODUCTION	
JMC 059	VISUAL COMMUNICATION METHODS	
Select one of the following:		3
JMC 117	MEDIA ANALYTICS AND INSIGHTS	
JMC 141	ADVANCED STRATEGIC MESSAGING	
Total Hours		**25**