

Advertising, Minor

Chairperson: *Nathan Gilkerson, Ph.D.*

The advertising minor introduces students to how brands are built in a global marketplace. To do that means engaging consumers, thinking strategically and gaining critical insights in order to create content that moves consumers to action—whether it be casting a vote, buying a product, visiting a website, re-tweeting a post, making a donation in support of a cause, building brand advocacy, etc.

Advertising Minor

Students are required to complete 18 credits (6 required and 12 elective credits) to complete the Advertising minor.

Required Courses

Code	Title	Hours
ADVE 1400	Advertising Principles	3
ADPR 2200	Media Writing	3
Choose two courses from ADVE and two additional courses from remaining ADVE or ADPR courses.		12
Total Credit Hours:		18

University Policies

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