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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVE 1400</td>
<td>Advertising Principles</td>
<td>3</td>
</tr>
<tr>
<td>ADPR 2200</td>
<td>Media Writing</td>
<td>3</td>
</tr>
</tbody>
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Choose two courses from ADVE and two additional courses from remaining ADVE or ADPR courses.

Total Credit Hours: 18

University Policies

- Academic Advising (https://bulletin.marquette.edu/policies/academic-advising/)
- Academic Censure - Undergraduate (https://bulletin.marquette.edu/policies/academic-censure/undergraduate/)
- Academic Integrity (https://bulletin.marquette.edu/policies/academic-integrity/)
- Academic Misconduct (https://bulletin.marquette.edu/policies/academic-misconduct-policy/)
- Academic Program Definitions (https://bulletin.marquette.edu/policies/academic-program-definitions/)
- Academic Standing (https://bulletin.marquette.edu/policies/academic-standing/)
- Accelerated Degree Programs (https://bulletin.marquette.edu/policies/accelerated-degree-programs/)
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- Class Rank (https://bulletin.marquette.edu/policies/class-rank/)
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- Credit Load - Undergraduate (https://bulletin.marquette.edu/policies/credit-load-undergraduate/)
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- Grading System - Undergraduate and Health Science Professional (https://bulletin.marquette.edu/policies/grading-system/undergraduate-healthscience-professional/)
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- Last Date of Attendance/Activity (https://bulletin.marquette.edu/policies/last-date-of-attendance-activity/)
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- Military Call to Active Duty or Training (https://bulletin.marquette.edu/policies/military-call-active-duty-training/)
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- Readmission - Undergraduate (https://bulletin.marquette.edu/policies/readmission/)
Advertising, Minor

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- Repeated Courses - Undergraduate (https://bulletin.marquette.edu/policies/repeated-courses/undergraduate/)
- Second Language Course Placement - Undergraduate (https://bulletin.marquette.edu/policies/second-language-course-placement-undergraduate/)
- Second/Additional Bachelor Degree (https://bulletin.marquette.edu/policies/second-additional-bachelor-degree/)
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- Study at Other Institutions - Undergraduate (https://bulletin.marquette.edu/policies/study-institutions/)
- Transcripts-Official (https://bulletin.marquette.edu/policies/transcripts-official/)
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- Transfer Course Credit - Undergraduate (https://bulletin.marquette.edu/policies/transfer-course-credit-policy/undergraduate/)
- Withdrawal - Undergraduate (https://bulletin.marquette.edu/policies/withdrawals/undergraduate/)

College of Communication Policies

- Academic Dishonesty (https://bulletin.marquette.edu/communication/policies/academic-dishonesty/)
- Academic Dismissal/Probation/Academic Alert (CAA) (https://bulletin.marquette.edu/communication/policies/dismissal-probation-alert/)
- Advisers (https://bulletin.marquette.edu/communication/policies/advisers/)
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- Grade Minimums (https://bulletin.marquette.edu/communication/policies/grade-minimums/)
- Professional Standards (https://bulletin.marquette.edu/communication/policies/professional-standards/)