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>
<tr>
<td>Choose two courses from ADVE and two additional courses from remaining ADVE or ADPR courses.</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Total Credit Hours:</td>
<td></td>
<td>18</td>
</tr>
</tbody>
</table>

University Policies

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- Academic Censure - Undergraduate (https://bulletin.marquette.edu/policies/academic-censure/undergraduate/)
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