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-programs-defined/)
- Academic Standing (https://bulletin.marquette.edu/policies/academic-standing/)
- Accelerated Degree Programs (https://bulletin.marquette.edu/policies/accelerated-degree-programs/)
- Advanced Standing Credit - Undergraduate (https://bulletin.marquette.edu/policies/advanced-standing-undergraduate/)
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- Commencement (https://bulletin.marquette.edu/policies/commencement/)
- Conferral of Degrees and Certificates (https://bulletin.marquette.edu/policies/conferral-degrees-certificates/)
- Course Levels (https://bulletin.marquette.edu/policies/course-levels/)
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- Graduation - Undergraduate (https://bulletin.marquette.edu/policies/graduation/undergraduate/)
- Immunization and Tuberculosis Screening Requirements (https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/)
- Last Date of Attendance/Activity (https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/)
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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**

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• Academic Dismissal/Probation/Academic Alert (CAA) (https://bulletin.marquette.edu/communication/policies/dismissal-probation-alert/)
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• Attendance (https://bulletin.marquette.edu/communication/policies/attendance/)
• Degrees Offered (https://bulletin.marquette.edu/communication/policies/degrees-offered/)
• Grade Minimums (https://bulletin.marquette.edu/communication/policies/grade-minimums/)
• Professional Standards (https://bulletin.marquette.edu/communication/policies/professional-standards/)