

COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
SCHOOL OF COMMUNICATION
MINOR: ADVERTISING

FOR STUDENTS ENTERING DURING UNDERGRADUATE CATALOG YEAR 2023-2024

The Advertising Minor introduces students from outside mass communication disciplines to basic principles of paid persuasive communication. The minor requires students to earn 15 credits from units within the School of Communication and 3 credits from the Marketing Department in the Pamplin College of Business. The requirements and electives are listed below. Some courses on this checksheet have prerequisites that are not part of the minor requirements. Please consult the University Course Catalog or check with your academic adviser for information about those prerequisites.

REQUIRED COURSES (9 credits)

- ___ COMM 2024 Media Writing (3) Sophomore standing. Pre: COMM 1016 or ENGL 1106 or ENGL 1204H
- ___ MKTG 3504 Advertising (3) Junior standing. Pre: 3104 or 3104H
- ___ ADV 3004 Advertising Copywriting and Brand Storytelling (3) Pre: COMM 2024, MKTG 3504

ELECTIVES: Choose three. (9 credits)

- ___ ADV 3014 Account Planning and Media Buying (3) Pre: MKTG 3504
- ___ ADV 3024 Ethics and Social Responsibility in Advertising (3) Pre: MKTG 3504
- ___ CMST 3064 Persuasion (3) Junior standing. Pre: COMM 1014
- ___ JMC 4064 Social Media Analytics (3) Pre: COMM 2124
- ___ JMC 4264 Social Media Theory & Practice (3)
- ___ PR 2044 Principles of Public Relations (3)
- ___ PR 3084 Advanced Public Relations Research Methods (3) Pre: (PR 2044 or COMM 2044), COMM 2124
- ___ PR 4164 Public Relations Administration (3) Pre: PR 2044 or COMM 2044

TOTAL REQUIRED CREDITS: 18

GPA REQUIREMENT: A GPA of 2.0 or higher is required in the minor.