



Department of Communication Studies

Advertising Minor

Interdisciplinary Program

Effective Fall 2007

This minor provides students with a program of study designed to enhance their understanding regarding the promotion of products and services to various markets. Critical examination of campaigns and strategies, and the application of knowledge are key components.

Required Coursework..... 15 hrs

- BUS 3470 Principles of Marketing (*Junior Standing required for enrollment*)
- CMN 3100 Persuasion
- CMN 3940 Advertising Theory and Practice (*CMN 3100 prerequisite*)
- AET 1363 Graphic Communication Technologies
- AET 3343 Digital Media Technologies (*AET 1363 prerequisite*)

Electives (Students with a major of BUS, MAR, CMN, or INT may not take more than 6 elective hours from their major area).....12 hrs

- BUS 2750 Legal and Social Environment of Business* (*30 semester hours*)
- MIS 3530 Business Web Design and Development (*BUS 1950 & Junior Standing prerequisite*)
- CMN 2020 Speech Communication Research
- CMN 2550 Broadcast Announcing
- CMN 3520 Radio Production (*CMN 2525 & 2550 prerequisite*)
- CMN 3540 Video Production (*CMN 2525 prerequisite*)
- CMN 3650 Organizational Communication (*CMN 2650 prerequisite*)
- CMN 3750 Computer-mediated Communication I (*CMN 2030 prerequisite*)
- CMN 3752 Computer-mediated Communication II (*CMN 3750 prerequisite*)
- CMN/JOU 3920 Public Relations in Society
- CMN 4420 Media Sales and Advertising (*CMN 2520 & Completion of Department Core prerequisite*)
- CMN 4500 Topics in Electronic Media Production
(*CMN 2520 & Completion of Department Core prerequisite*)
- AET 2123 Digital Photography and Imaging
- AET 4353 Print and Digital Media Production (*AET1363 prerequisite*)
- AET 4813 Advanced Digital Media Technologies
- JOU 3501 Principles of Advertising (*"C" or better in 3301 or 3302 prerequisite*)
- JOU 3820 Publicity Methods (*Not open to JOU majors*)
- MAR 3720 Consumer Behavior* (*MAR 3470, admission to the school prerequisite*)
- MAR 3780 Promotion Management* (*MAR 3470, admission to the school prerequisite*)
- MAR 3860 Marketing Research* (*BUS 2810, 3470, and admission to the school prerequisite*)

Total Required Hours27 hrs

*Students majoring in business may not count BUS/MAR/CIS courses to apply to both their major and minor in their respective major area.