This minor provides both the theoretical knowledge and practical skill set for students to analyze and produce advertisements and promotional media. Through a balance of courses in branding/content creation and strategizing/market analysis, students learn to communicate brand, analyze markets and audiences, apply various theories of persuasion and influence, strategize campaigns and messaging, and produce audio-visual commercial media for a variety of industries and organizations.

**TOTAL HOURS FOR MINOR: 21 HRS**

**REQUIRED COURSEWORK: 9 HRS**
BUS 3100 - Survey of Marketing Principles  
(if CMN 3930 is taken as requirement)  
Pre-req: sophomore standing  
OR  
CMN 3930 - Message Strategies & Influence  
CMN 3030 - Promotional Communication  
CMN 3940 - Advertising: Theory & Practice

**ADVERTISING ELECTIVES: 12 HRS**
(6 HRS FROM EACH GROUP)
**GROUP A: BRANDING & CONTENT CREATION**
CMN 2500 - Production I  
CMN 3050 - Production II  
CMN 3950 - Conference & Event Planning  
CMN 3960 - Public Relations Writing & Production  
CMN 3980 - Strategic Social Media Communication  
DGT 2123 - Introduction to Digital Photography  
DGT 4123 - Advanced Digital Photography  
MIS 3530 - Business Web Site Design†

**GROUP B: STRATEGIZING & MARKET ANALYSIS**
BUS 3100 - Survey of Marketing Principles  
CMN 2520 - Introduction to Mass Communication  
CMN 2920 - Introduction to Public Relations  
CMN 3100 - Persuasion  
CMN 3270 - Communication & Popular Culture  
CMN 3930 - Message Strategies & Influence  
CMN 4420 - Mass Media Advertising-Sales  
JOU 3501 - Principles of Advertising  
MAR 3720 - Consumer Behavior†  
MAR 3780 - Promotion Management†

†Note: Management Information Systems majors may not use MIS 3530 to satisfy both the Management Information Systems major and the Advertising minor; Management majors may not use MAR 3720 to satisfy both the Management major and the Advertising minor; Marketing majors may not use MAR 3720 or MAR 3780 to satisfy both the Marketing major and the Advertising minor.

*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2022-2023. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.