Advertising and Marketing Communications

Minor
18 Credit Hours

This program is offered by the School of Communications/Communications and Journalism Department. It is available at the St. Louis home campus and at the Cha-Am campus.

For information on the general requirements for a minor, see Minor under the Academic Policies and Information section of this catalog.

• No course counted toward a major can also count toward a minor. If a student pursues a minor that requires a course also required for the student’s major, the student should contact his or her advisor or the department chair to discuss an appropriate substitution.
• Students may have a major and a minor within the same department in the School of Communications; they may not major and minor within the same area of emphasis.

Required Courses

• MEDC 1050 Introduction to Media Writing (3 hours)
• MNGT 3510 Advertising (3 hours)
• Additional credit hours of ADVT (12 hours)

Students planning to minor in this area should see their advisor in advertising and marketing communications to help plan their specific programs.