

Advertising and Marketing Communications

Minor

18 credit hours

This program is offered by the School of Communications/Communications and Journalism Department.

For information on general requirements for a minor, see Academic Policies and Procedures.

- 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 advisors in advertising and marketing communications to help plan their specific programs.