

Advertising and Marketing Communications

Minor

18 Credit Hours

This program is offered by the School of Communications/Communications and Journalism Department and is only available at the St. Louis main campus.

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

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 subject matter area.

Required Courses

- MDST 1050 Media Writing (3 hours)
- MNGT 3510 Management of Integrated Marketing Communications (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.