

# Advertising and Marketing Communications

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## 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.