

COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES  
SCHOOL OF COMMUNICATION  
MINOR: ADVERTISING

FOR STUDENTS ENTERING DURING UNDERGRADUATE CATALOG YEAR 2021-2022

The Advertising Minor introduces students from outside mass communication disciplines to basic principles of paid persuasive communication. The minor requires students to earn 15 credits from units within the School of Communication and 3 credits from the Marketing Department in the Pamplin College of Business. The requirements and electives are listed below. Some courses on this checksheet have prerequisites that are not part of the minor requirements. Please consult the University Course Catalog or check with your academic adviser for information about those prerequisites.

**REQUIRED COURSES** (9 credits)

- \_\_\_ COMM 2024 Media Writing (3) Sophomore standing. Pre: COMM 1016 or ENGL 1106 or ENGL 1204H
- \_\_\_ MKTG 3504 Advertising (3) Junior standing. Pre: 3104 or 3104H
- \_\_\_ ADV 3004 Advertising Copywriting and Brand Storytelling (3) Pre: COMM 2024, MKTG 3504

**ELECTIVES:** Choose three. (9 credits)

- \_\_\_ ADV 3014 Account Planning and Media Buying (3) Pre: MKTG 3504
- \_\_\_ ADV 3024 Ethics and Social Responsibility in Advertising (3) Pre: MKTG 3504
- \_\_\_ CMST 3064 Persuasion (3) Junior standing. Pre: COMM 1014
- \_\_\_ JMC 4064 Social Media Analytics (3) Pre: COMM 2124
- \_\_\_ JMC 4264 Social Media Theory & Practice (3)
- \_\_\_ PR 2044 Principles of Public Relations (3)
- \_\_\_ PR 3084 Advanced Public Relations Research Methods (3) Pre: (PR 2044 or COMM 2044), COMM 2124
- \_\_\_ PR 4164 Public Relations Administration (3) Pre: PR 2044 or COMM 2044

**TOTAL REQUIRED CREDITS:** 18

**GPA REQUIREMENT:** A GPA of 2.0 or higher is required in the minor.