

Advertising

Minor Contact

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Minor Code - U058

Students in colleges and units outside of the College of Media may earn a minor in advertising by completing the following courses and meeting the requirements as stated below. The advertising minor is not available to students in the College of Media unless they are pursuing the College's multidisciplinary studies major. The majority of courses for the advertising minor are offered exclusively online and some may require summer enrollment. Note that additional online course fees apply.

To earn a minor in advertising, a student must earn a minimum overall GPA of 2.0 in all courses required for the minor and have 9 distinct credit hours in the minor not shared with other degree requirements. However, College of Media MDS students must earn a C- in every course in the minor and all 15 credit hours must be distinct to the minor and not shared with other degree requirements.

Code	Title	Hours
Course Requirements		
MDIA 101	Media and Society	3
ADV 201	Advertising and Society	3
or ADV 215	Principles of Advertising	
ADV 309	Advertising and Creativity	3
ADV 409	Advertising Research and Media	3
ADV 419	Advertising Strategies	3
Total Hours		15