

Advertising and Promotion Minor

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Open to students from all disciplines in the University, the Advertising and Promotion (A and P) minor provides students with a theoretical understanding of advertising as a discipline as well as a practical set of skills necessary for anyone involved in the advertising and promotion industries. At its core, it provides students with insight into the various marketing-related activities associated with advertising; however, as an interdisciplinary minor, it encourages students to pursue an understanding of advertising from other disciplines such as communications, art, journalism, mass media, and English. Ultimately, students who wish to communicate effectively in the marketplace, promote their own business or other enterprise, or just want to learn a little more about advertising and how it works will benefit from the advertising minor.

Selected Educational Outcomes

1. A and P minors will gain an understanding of the history, culture, and impact of advertising both in America and around the world.
2. A and P minors will analyze core concepts and topics associated with advertising and the advertising industry.
3. A and P minors will develop the skills necessary to compose advertising plans and creative briefs as well as design and implement advertising campaigns.
4. A and P minors will engage in critical research of advertising and its relationship to consumers.

Examples of Outcome Assessments

1. Students will demonstrate knowledge of core issues and topics in A and P through formal written work, tests, and projects.
2. Students will develop an A and P portfolio that demonstrates the evolution of an advertising campaign from the initial development and plan to the final advertisements.
3. Students will discuss current issues in advertising in a cross-disciplinary manner, drawing from a variety of sources to debate such issues.

Requirements for the Minor in Advertising and Promotion

MKTG 3050	Introduction to Marketing	3
MKTG 3080	Marketing Tools ¹	3
MKTG 4000	Principles of Promotion	3
MKTG 4300	Creative Advertising Strategy	3
Select Elective courses from the following:		6
ART 3071	Black and White Photography	
ART 3072	Digital Photography	
ART 3091	Graphic Design I	
COMM 2100	Introduction to Communication Theory	
COMM 3000	Qualitative Communication Research Methods	
PREL 2000	Introduction to Public Relations	
ENGL 2080	Grammar and Style	
ENGL 3020	Technical Writing and Editing	
JOUR 3080	Editing for Publications	
JOUR 4500	Document Design	
MDIA 2000	Introduction to Mass Media	
MKTG 4720	Advertising Culture and Ethnography	
MKTG 4730	Advertising and Society	

Total Hours

18

¹ Students may substitute ART 2030 or MDIA 2500 in place of MKTG 3080; however, those students who do so must take either MKTG 4720 or MKTG 4730.