

# ADVERTISING - MINOR

**College of Communication and Information**  
 School of Journalism and Mass Communication  
 201 Franklin Hall  
 Kent Campus  
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 www.kent.edu/jmc

- Minimum 6 credit hours in the minor must be outside of the course requirements for any major or other minor the student is pursuing.
- Minimum 50 percent of the total credit hours for the minor must be taken at Kent State (in residence).

## Description

The Advertising minor provides students with an overview of the different roles advertising plays in society. Students gain an understanding of social, legal and marketing considerations in advertising and how branding is created through media and creative strategies to persuade a designated target audience.

### Fully Offered At:

- Kent Campus

## Admission Requirements

Admission to the minor is selective, open only to students declared in the following baccalaureate majors: Marketing, Communication Studies and Visual Communication Design.

To declare the Advertising minor, students must have a minimum 2.000 overall Kent State University GPA. No Kent State University GPA is required if the student is a first-semester freshman or transfer student admitted in good standing.

## Minor Requirements

[ADV]

Code	Title	Credit Hours
<b>Minor Requirements</b>		
JMC 20004	ADVERTISING WRITING AND STORYTELLING	3
JMC 20006	MULTIMEDIA TECHNIQUES	3
JMC 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
JMC 21001	PRINCIPLES OF ADVERTISING	3
JMC 21004	ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS	1
JMC 31002	ADVERTISING COPYWRITING (WIC)	3
or JMC 31003	ADVERTISING MEDIA PLANNING	
or JMC 31004	DIGITAL ADVERTISING	
JMC 31011	ADVERTISING STRATEGY DEVELOPMENT	3
Minimum Total Credit Hours:		19

## Graduation Requirements

### Minimum Minor GPA

2.700

- Minimum 6 credit hours in the minor must be upper-division coursework (30000 and 40000 level).