ADVERTISING - MINOR

College of Communication and Information
School of Journalism and Mass Communication
201 Franklin Hall
Kent Campus
330-672-2572
jmc@kent.edu
www.kent.edu/jmc

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 a minor is open to students enrolled in a bachelor’s degree, the A.A.B. or A.A.S. degree or the A.T.S. degree (not Individualized Program major). Students enrolled only in the A.A. or A.S. degree or the A.T.S. degree in Individualized Program may not declare a minor. Students may not pursue a minor and a major in the same discipline.

The Advertising minor is open only to students declared in the following majors: Marketing, Communication Studies and Visual Communication Design. 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 a transfer student admitted in good standing).

Minor Requirements

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>JMC 20004</td>
<td>ADVERTISING WRITING AND STORYTELLING</td>
<td>3</td>
</tr>
<tr>
<td>JMC 20006</td>
<td>MULTIMEDIA TECHNIQUES</td>
<td>3</td>
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<tr>
<td>JMC 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td>JMC 21001</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>3</td>
</tr>
<tr>
<td>JMC 21004</td>
<td>ADVERTISING AND PUBLIC RELATIONS INDUSTRY TOOLS</td>
<td>1</td>
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<td>JMC 31011</td>
<td>ADVERTISING STRATEGY DEVELOPMENT</td>
<td>3</td>
</tr>
<tr>
<td>JMC 41005</td>
<td>ADVERTISING CAMPAIGNS</td>
<td>3</td>
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Advertising Elective, choose from the following:

- JMC 31002 ADVERTISING COPYWRITING (WIC)
- JMC 31003 ADVERTISING MEDIA PLANNING
- JMC 31004 DIGITAL ADVERTISING

Minimum Total Credit Hours: 22

Graduation Requirements
Minimum Minor GPA
2.700