ADVERTISING - MINOR

College of Communication and Information
School of Journalism and Mass Communication
201 Franklin Hall
Kent Campus
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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
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
Code   Title                                      Credit Hours
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EMAT 10310  MY STORY ON THE WEB            3
JMC 20004  ADVERTISING WRITING AND STORYTELLING    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    Minimum Overall GPA
2.700                2.000

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