ADVERTISING - MINOR

College of Communication and Information
School of Media and Journalism
www.kent.edu/mdj

About This Program
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.

Contact Information
- Emily Metzgar | mdj@kent.edu | 330-672-2572
- Speak with an Advisor

Program Delivery
- Delivery: In person
- Location: 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.

Program Requirements
Minor Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>EMAT 10310</td>
<td>MY STORY ON THE WEB</td>
<td>3</td>
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<tr>
<td>MDJ 20004</td>
<td>ADVERTISING WRITING AND STORYTELLING</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 20008</td>
<td>RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS</td>
<td>3</td>
</tr>
<tr>
<td>MDJ 21001</td>
<td>PRINCIPLES OF ADVERTISING</td>
<td>3</td>
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<tr>
<td>MDJ 31011</td>
<td>ADVERTISING STRATEGY DEVELOPMENT</td>
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Advertising Elective, choose from the following: 3

- MDJ 31002 | ADVERTISING COPYWRITING (WIC)                           |
- MDJ 31003 | ADVERTISING MEDIA PLANNING                              |
- MDJ 31004 | DIGITAL ADVERTISING                                    |
- MDJ 40295 | SELECTED TOPICS IN MEDIA AND JOURNALISM                 |
- MDJ 41395 | SELECTED TOPICS IN ADVERTISING AND PUBLIC RELATIONS     |

Minimum Total Credit Hours: 18

Graduation Requirements

<table>
<thead>
<tr>
<th>Minimum Minor GPA</th>
<th>Minimum Overall GPA</th>
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<td>2.000</td>
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Program Learning Outcomes
Graduates of this program will be able to:
1. Analyze audiences using primary and secondary research
2. Craft well written material in a variety of lengths and formats to effectively communicate messages to a range of audiences
3. Apply strategic thinking and planning for advertising campaigns