

ADVERTISING (ADV) MINOR

The Advertising Minor introduces students from outside mass communication disciplines to basic principles of paid persuasive communication. The minor requires students to earn 15 credits from units within the School of Communication and 3 credits from the Marketing Department in the Pamplin College of Business.

The requirements and electives are listed below. Some courses on this checksheet have prerequisites that are not part of the minor requirements. Please consult the University Course Catalog or check with your academic adviser for information about those prerequisites.

Code	Title	Credits
Required Minor Courses		
COMM 2024	Media Writing	3
MKTG 3504	Advertising	3
ADV 3004	Advertising Copywriting and Brand Storytelling	3
Subtotal		9
Elective Courses		
Select three of the following:		9
ADV 3014	Account Planning and Media Buying	
ADV 3024	Ethics and Social Responsibility in Advertising	
CMST 3064	Persuasion	
JMC 4064	Social Media Analytics	
JMC 4264	Social Media Theory and Practice	
PR 2044	Principles of Public Relations	
PR 3084	Advanced Public Relations Research Methods	
PR 4164	Public Relations Administration	
Subtotal		9
Total Credits		18

Graduation Requirements

The minor requires students to earn 15 credits from units within the School of Communication and 3 credits from the Marketing Department in the Pamplin College of Business. Some courses on this checksheet have prerequisites that are not part of the minor requirements.

Total Required Credits: 18

GPA Requirement: A GPA of 2.0 or higher is required in the minor.