

# ADVERTISING MINOR

for the Undergraduate minor in Advertising

The Advertising Minor is designed to provide undergraduate students with knowledge and experiences with advertising and brand communication. We offer foundational courses in advertising and then let students pick and choose courses that are of interest to them. Courses within the Advertising minor will help students develop understanding of the “big picture” of advertising as well as the role of advertising in society and then choose electives that fit within their career goals.

The minor requires a minimum of 18 hours.

Students pursuing a major in Advertising or CS+Advertising are not eligible for a minor in Advertising.

## Programs in Advertising

- Advertising, BS (<http://catalog.illinois.edu/undergraduate/media/advertising-bs/>)
- Advertising, MS (<http://catalog.illinois.edu/graduate/media/advertising-ms/>)
- Strategic Brand Communications, MS (<http://catalog.illinois.edu/graduate/media/strategic-brand-communication-ms/>)
- Minors: Advertising (p. 1), Media (<http://catalog.illinois.edu/undergraduate/media/minors/media/>), Public Relations (<http://catalog.illinois.edu/undergraduate/media/minors/public-relations/>)

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Code	Title	Hours
<b>Foundations of Advertising</b>		<b>6</b>
ADV 150	Introduction to Advertising	3
ADV 393	Advertising and Society	3
<b>Exploring Advertising Topics</b>		<b>3</b>
Choose 1 course from the following list:		
ADV 175	Introduction to Multicultural Advertising	3
ADV 200	Data Literacy	3
ADV 201	Social Media and Personal Branding	3
ADV 212	Advertising History	3
ADV 290	Special Topics in Advertising	1 to 3
<b>Advanced Advertising Topics</b>		<b>9</b>
Select at least 3 courses at the 300- or 400-level from the list below.		
ADV 301	Becoming an Influencer	3
ADV 305	Advertising Technology and the Digital World	3
ADV 311	Classic Campaigns	3
ADV 392	Advertising Immersion	0 to 6
ADV 396	Research Experience in Advertising	1 to 3
ADV 399	Advertising Study Abroad	1 to 5
ADV 400	Special Problems	0 to 3

ADV 409	Media Entrepreneurship	3
ADV 475	Multicultural Advertising	3
ADV 476	Global Advertising	3
ADV 478	Psychology of Advertising	3
ADV 480	Social Media Analytics	3
ADV 490	Advanced Special Topics in Advertising	1 to 3
ADV 491	Digital Content and Social Media Management	3
ADV 494	Persuasion Consumer Response	3
<b>Total Minimum Hours Required</b>		<b>18</b>

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The Advertising Minor will contribute to the student learning outcomes of:

1. Intellectual Reasoning and Knowledge by providing students with a breadth and depth of knowledge related to the overall field of advertising (foundation) and allowing them to select courses so they can specialize in a particular area of advertising;
2. Social Awareness and Cultural Understanding through understanding the role of advertising effects and effectiveness with target marketing and audiences. Students will gain a deeper understanding of how people (as audiences) may differ along characteristics, values, and lifestyles; and
3. Creative Inquiry and Discovery as students learn how to solve advertising problems with creativity and communication.

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Advertising Minor website (<https://media.illinois.edu/advertising/degrees-programs/advertising-minor/>)

College of Media admissions & degree requirements (<http://catalog.illinois.edu/schools/media/>)

College of Media website (<https://media.illinois.edu/>)

Declare Advertising Minor (<https://go.illinois.edu/MinorDeclaration/>)

Contact [media-ssc@illinois.edu](mailto:media-ssc@illinois.edu) with any questions.