

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

- School Director: **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

Code	Title	Credit Hours
Minor Requirements		
EMAT 10310	MY STORY ON THE WEB	3
MDJ 20004	ADVERTISING WRITING AND STORYTELLING	3
MDJ 20008	RESEARCH AND MEASUREMENT IN ADVERTISING AND PUBLIC RELATIONS	3
MDJ 21001	PRINCIPLES OF ADVERTISING	3
MDJ 31011	ADVERTISING STRATEGY DEVELOPMENT	3
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

Minimum Minor GPA	Minimum Overall GPA
2.000	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).

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