



# ADVERTISING MINOR

SCHOOL OF COMMUNICATION & JOURNALISM  
EASTERN ILLINOIS UNIVERSITY

This minor provides both the theoretical knowledge and practical skill set for students to analyze and produce advertisements and promotional media. Through a balance of courses in branding/content creation and strategizing/market analysis, students learn to communicate brand, analyze markets and audiences, apply various theories of persuasion and influence, strategize campaigns and messaging, and produce audio-visual commercial media for a variety of industries and organizations.

## TOTAL HOURS FOR MINOR: 21 HRS

### **REQUIRED COURSEWORK: 9 HRS**

BUS 3100 - Survey of Marketing Principles  
(Business majors may substitute 3470)  
*Pre-req: sophomore standing*

OR

CMN 3930 - Message Strategies & Influence  
CMN 3030 - Promotional Communication  
CMN 3940 - Advertising: Theory & Practice

### **ADVERTISING ELECTIVES: 12 HRS**

*(6 HRS FROM EACH GROUP)*

#### **GROUP A: BRANDING & CONTENT CREATION**

CMN 2500 - Production I  
CMN 3050 - Production II  
CMN 3950 - Conference & Event Planning  
CMN 3960 - Public Relations Writing & Production  
CMN 3980 - Strategic Social Media Communication  
DGT 2123 - Introduction to Digital Photography  
DGT 4123 - Advanced Digital Photography  
MIS 3530 - Business Web Site Design<sup>†</sup>

#### **GROUP B: STRATEGIZING & MARKET ANALYSIS**

BUS 3100 - Survey of Marketing Principles  
*(if CMN 3930 is taken as requirement)*

CMN 2520 - Introduction to Mass Communication

CMN 2920 - Introduction to Public Relations

CMN 3100 - Persuasion

CMN 3270 - Communication & Popular Culture

CMN 3930 - Message Strategies & Influence  
*(if BUS 3100 is taken as requirement)*

CMN 4420 - Mass Media Advertising-Sales

JOU 3501 - Principles of Advertising

MAR 3720 - Consumer Behavior<sup>†</sup>

MAR 3780 - Promotion Management<sup>†</sup>

<sup>†</sup>*Note: Management Information Systems majors may not use MIS 3530 to satisfy both the Management Information Systems major and the Advertising minor; Management majors may not use MAR 3720 to satisfy both the Management major and the Advertising minor; Marketing majors may not use MAR 3720 or MAR 3780 to satisfy both the Marketing major and the Advertising minor.*

### **SCHOOL OF COMMUNICATION & JOURNALISM**

BUZZARD HALL 2521  
217-581-6003  
CMNJOU@EIU.EDU

\*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2023-2024. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.