



# ADVERTISING MINOR

SCHOOL OF COMMUNICATION & JOURNALISM  
AT 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.

## **REQUIRED COURSEWORK: 9 HRS**

BUS 3100 - Survey of Marketing Principles (Business majors may substitute 3470)

OR

CMN 3930 - Message Strategies & Influence

CMN 3030 - Promotional Communication

CMN 3940 - Advertising: Theory and Practice

## **ELECTIVES: 12 HRS (6 HRS FROM EACH GROUP)**

### GROUP A: BRANDING & CONTENT CREATION

CMN 2500 - Production I

CMN 3050 - Production II

CMN 3950 - Conferences and Event Planning

CMN 3960 - Public Relations Writing and Production

CMN 3980 - Strategic Social Media Communication

DGT 2123 - Introduction to Digital Photography

DGT 4123 - Advanced Digital Photography

MIS 3530 - Business Web Site Design

### 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 and 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

MAR 3780 - Promotion Management

## **TOTAL REQUIRED HOURS: 21 HRS**

*\*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.*

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