

Advertising

The Advertising Minor is an interdisciplinary program designed to prepare students for careers in one of the most dynamic and fast-paced industries of the 21st century. By integrating courses in Marketing, Communication, and Design, this minor provides students with a comprehensive foundation in advertising strategy, creative content development, and digital marketing.

The program emphasizes both the theoretical principles and practical skills necessary for success in the modern advertising landscape. Students will explore how to analyze market trends, develop brand messaging, and craft engaging content for diverse audiences across traditional and digital platforms. With an emphasis on creativity and collaboration, the minor also provides opportunities to explore visual storytelling and content publishing.

Through hands-on projects, students will gain experience applying advertising concepts to real-world scenarios, building the skills and confidence to succeed in professional environments.

The program is an excellent complement to majors in Communication, Business Administration, Design Arts, and more, offering students the flexibility to tailor their learning to their career goals.

Learning Outcomes:

Upon completion of the minor, students will be able to

1. Understand Key Advertising Principles and Industry Trends: Students will learn foundational principles of advertising and current industry trends, developing skills to effectively target audiences and promote brands across various channels.
2. Apply Design Thinking and Visual Communication Skills: Through coursework in design and culture, students will develop an appreciation for design's role in advertising and build basic skills in visual storytelling and brand aesthetics.
3. Develop Competency in Digital Marketing and Social Media Strategy: Students will explore digital marketing fundamentals and social media analytics, enabling them to create, analyze, and adapt marketing campaigns to engage audiences in digital spaces.
4. Integrate Marketing Research and Analytics in Campaign Development: Courses in digital marketing and social media analytics will equip students to interpret and leverage marketing data for strategic decision-making and campaign optimization.
5. Create Engaging Content for Diverse Digital Platforms: Students will gain hands-on experience creating social media and digital content, understanding the nuances of different platforms and learning to produce content that aligns with brand messaging.
6. Apply Advertising and Marketing Principles in Real-world Scenarios: Through applied projects, students will combine marketing, design, and content creation skills to build comprehensive advertising strategies that reflect industry standards.
7. Critically Analyze Media and Advertising from a Cultural Perspective: Courses on mass media and advertising will foster critical thinking about the cultural impact of advertising and media, helping students understand advertising's broader societal implications.
8. Demonstrate Effective Communication and Collaboration Skills: Emphasizing teamwork and communication, the program will prepare students to work effectively in collaborative advertising and marketing environments.

Minor

Code	Title	Credits
Required Courses:		9
COMM 309	Mass Media Advertising	
MKTG 322	Principles of Marketing	
MKTG 423	Advertising	
Elective Courses (choose 3 courses):		9
COMM 317	How to Create Great Social Media Content	
DESIGN 131	Introduction to Design and Culture	
MKTG 345	Digital Marketing	
MKTG 447	Social Media Marketing and Analytics	
Total Credits		18

Faculty

Bryan James Carr; Professor; Ph.D., University of Oklahoma

Phillip G Clampitt; Professor; Ph.D., University of Kansas

Sampath Kumar; Professor; Ph.D., University of Memphis*

Jeffrey A Benzow; Associate Professor; M.F.A., University of Wisconsin - Milwaukee

Katie Turkiewicz; Associate Professor; Ph.D., University of Wisconsin - Milwaukee

Md Tarique Newaz; Assistant Professor; Ph.D., Texas Tech University*

Kristopher Purzycki; Assistant Professor; Ph.D., University of Wisconsin - Milwaukee

Anup Nair; Assistant Teaching Professor; M.B.A., Birla Institute of Technology and Science (India)