

ADVERTISING MINOR

Students pursuing an Advertising Minor learn about the dynamic and complex advertising industry, such as consumer insights, strategic planning, account management, design, media, creative, production, and branding. Typical job areas include market research, graphic design, account service, art director, copywriting, content creator, influencer management, media planning/buying, special event planning, and account management.

The Advertising Minor would be of interest to students in a variety of academics, such as Theater, Fine Arts, Graphic Design, English, Business, Marketing, Psychology, Sociology, Anthropology, Political Science, History, and Women and Gender Studies.

CURRICULUM

Code	Title	Hours
School of Communication Core		
COMM 175	Introduction to Communication	3
Advertising Foundation Courses		
COMM 211	Principles of Advertising	3
COMM 213	Digital Foundations	3
Advertising Focus Courses		
COMM 214	Introduction to Creative Concepts ¹	3
COMM 317	Media Planning	3
Electives		
Select two of the following:		6
COMM 101	Public Speaking & Critical Thinking	
	or COMM 103 Business & Professional Speaking	
COMM 205	Reporting Basics I: Writing and Interviewing ¹	
COMM 212	International Advertising (at the John Felice Rome Center)	
COMM 266	Advertising Copywriting ¹	
COMM 268	Persuasion	
COMM 282	Media Law	
COMM 290	Branding and Positioning	
COMM 296	Themes in Advertising/Public Relations	
COMM 311	Health Communication	
COMM 312	Special Events Planning	
COMM 321	Advertising Campaigns	
COMM 329	Advertising and Public Relations Design	
COMM 331	Social Media Advertising	
COMM 334	Mobile Advertising	
COMM 336	Search & Display Advertising	
COMM 337	AD/PR Multimedia Commercial Production ²	
COMM 345	Student Agency ³	
COMM 370	Special Topics in Advertising & Public Relations	
COMM 391	Advertising/Public Relations Internship ²	
Total Hours		21

¹ Writing Intensive (<https://catalog.luc.edu/undergraduate/communication/#wissections>)

² Satisfies Engaged Learning (<https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/>) requirement

³ Inigo (<https://www.inigocomm.com/>)

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
Sophomore		
Fall		
COMM 175	Introduction to Communication	3
Hours		3
Spring		
COMM 211	Principles of Advertising	3
Hours		3
Junior		
Fall		
COMM 213	Digital Foundations	3
Hours		3
Spring		
COMM 214	Introduction to Creative Concepts	3
Hours		3
Senior		
Fall		
COMM 317	Media Planning	3
Hours		3
Spring		
Minor Elective #1		3
Minor Elective #2		3
Hours		6
Total Hours		21

LEARNING OUTCOMES

1. Understand the dynamic and complex advertising industry, such as consumer insights, strategic planning, account management, design, media, creative, production, and branding.
2. Identify roles involved in advertising development such as market research, graphic design, account service, art director, copywriting, content creator, influencer management, media planning/buying, special event planning, and account/strategic planning.
3. Practice ethical communication in professional practices that are socially responsible and in the mutual interests of the organization and the community.
4. Apply competencies to work as an entry-level professional in advertising or public relations.