

Minor in Advertising

About This Program

Students pursuing a Minor in Advertising receive a broad-based introduction to the written, visual, oral, and critical thinking skills practiced in the field of advertising and marketing communications. The Advertising minor provides students with an understanding of advertising as part of a total marketing strategy as well as an overview of the wide range of roles open to strategic communicators in agencies, private industry, and the public sector. Required courses in the program give students theoretical foundations as well as practical experience in marketing research; media planning; creative design and copywriting; social media and digital marketing; and print, digital and broadcast production. Internships with local agencies and community organizations are encouraged and facilitated. Students who combine the Advertising minor with a complementary major can expect to graduate from UTA with career opportunities in fields ranging from advertising and marketing, to corporate communications and media relations, to organizational leadership and entrepreneurship.

Competencies

1. Upon completion of this minor, students will have competency in understanding the history of advertising and marketing communication.
2. Upon completion of this minor, students will have competency in demonstrating strong written, oral, and visual skills.
3. Upon completion of this minor, students will have competency in applying the concepts of advertising and marketing communication, marketing research, audience analyses, and persuasion in the development of individual advertisements as well as integrated marketing communication and branding campaigns.

Admissions Criteria

All degree-seeking undergraduate students are eligible to complete a minor in Advertising. Interested students please consult an Academic Advisor in the Department of Communication.

Curriculum

12 hours of any courses across the Department of Communication in consultation with the Academic Advisor	12
Choose two 3000/4000 level ADVT courses in consultation with the Academic Advisor	6
Total Hours	18

Advising Resources

Advisors assist with many tasks via email:

- Remove enrollment holds.
- Evaluate progress and make course suggestions.
- Assist choosing majors/minors.
- Help enrolling/dropping courses.

For more assistance students may schedule in-person or virtual appointments in advance, thru the advising resources webpage link, or drop by our office.

Location:

126 Fine Arts Building

Email:

commadvising@uta.edu

Phone:

817-272-5760

Web:

Department of Communication Advising Resources (<https://www.uta.edu/academics/schools-colleges/liberal-arts/departments/communication/advising/>)