Advertising Minor

The Department of Journalism and Public Relations offers two advertising minors: one for marketing majors in the Kelley School of Business and the other for majors in other areas.

A minor in Advertising requires satisfactory completion of the following requirements:

- completion of properly distributed credit hour requirements for the baccalaureate degree in effect when the student was admitted to their home school
- completion of 19 credit hours, with a minimum grade of C in each course
- Contact the Journalism and Public Relations Academic Advisor to complete the necessary paperwork to officially declare the minor

Minor Requirements:

Kelley School of Business – Marketing Majors

- *J 320 Principles of Creative Advertising (3 credits) Required prerequisite for all other courses in the sequence. M 415 may be substituted
- *J 300 Communications Law (3 credits) L 203 or L 204 may be substituted
- J 335 Advertising Copywriting (3 credits) Offered spring semester only
- J 463 Graphic Design I (3 credits) Offered fall, spring and summer semesters
- J 420 Advertising Concepts and Copywriting (3 credits) Offered fall semester only
- J 438 Advertising Issues & Research (3 credits) Offered spring semester only
- *J 400 Careers in Public Relations (1 credit) X 320 may be substituted

Note: Items identified with * have required marketing courses that may be taken as substitute for a journalism class and also counted toward the minor in Advertising. These rules apply ONLY to marketing majors.

Other Areas:

- J 320 Principles of Creative Advertising (3 credits) Required prerequisite for all other courses in the sequence.
- J 300 Communications Law (3 credits)
- J 335 Advertising Copywriting (3 credits)
- J 463 Graphic Design I (3 credits)
- J 420 Advertising Concepts and Copywriting (3 credits)
- J 438 Advertising Issues & Research (3 credits)
- J 400 Careers in Public Relations (1 credit)

Note: J 420 and J 463 may be taken concurrently; J 335 and J 438 may be taken concurrently

Academic Advisor:
Samantha Walters
E-mail: sschwade@iupui.edu
Telephone: (317) 278-2506
Office: Cavanaugh Hall (CA) 401