



ADVERTISING MINOR

SCHOOL OF COMMUNICATION & JOURNALISM
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.

TOTAL HOURS FOR MINOR: 21 HRS

REQUIRED COURSEWORK: 9 HRS

BUS 3100 - Survey of Marketing Principles
(Business majors may substitute 3470)
Pre-req: sophomore standing

OR

CMN 3930 - Message Strategies & Influence
CMN 3030 - Promotional Communication
CMN 3940 - Advertising: Theory and Practice

ADVERTISING 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[†]

[†]*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.*

SCHOOL OF COMMUNICATION & JOURNALISM

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*IMPORTANT: This Curriculum Guide applies to students whose Catalog Year is 2021-2022. Curriculum Guides for past years can be accessed on the department website. Please see your advisor if you are uncertain of your Catalog Year.

WWW.EIU.EDU/COMMSTUDIES