

Perley Isaac Reed **SCHOOL OF JOURNALISM**
at West Virginia University

About the Advertising Minor

Imagine creating a 30-second spot for the Super Bowl or an interactive Internet campaign for a corporate client. The **online advertising minor** prepares students for a variety of careers in the fast-paced and exciting field of advertising. Typical job areas include advertising sales, graphic design, creative services, copywriting, media buying, account planning, and market research. Students in the advertising minor gain an understanding of the complex role of branding and how companies build successful brands through media and creative strategies to persuade a designated target audience.

The online advertising minor can benefit students in a variety of academic disciplines, including graphic design, English, fashion design, marketing, business administration, psychology, communications, sociology, and history.

The advertising minor requires the following five courses:

1

JRL 101 Introduction to Mass Communication, 3 hours

Can be taken on campus or online. This course is generally taught every term.

Course examines the mass communicator's role in developing political, social, and economic fabrics of a democratic society. Organization and function of newspapers, magazines, broadcast stations, and other principle media, including the role of advertising and public relations are reviewed.

2

ONE of the following:

- **ADV 201 Advertising and Society, 3 hours**

Can be taken on campus or online. This class is taught fall semesters in the classroom and summer online.

As a social institution, advertising plays a critical role in our daily lives. This course will examine the social, economic, and legal aspects of advertising.

- **ADV 215 Principles of Advertising, 3 hours**

Can be taken on campus or online. This course is generally taught every term.

An introduction to all sides of the advertising field and to the process, quantitative, strategic, and aesthetic, by which the sales message is planned, produced, and delivered.

3

ADV 309 Advertising & Creativity, 3 hours

Prerequisites: JRL 101, ADV 215 (or ADV 201)

ADV 309 must be taken online. This course is generally taught every other term.

This course will examine advertising copy and design concepts. Students will develop their own advertisements and learn to critically analyze existing ad campaigns.

4

ADV 409 Advertising Research & Media, 3 hours

Prerequisites: JRL 101, ADV 215 (or ADV 201)

ADV 409 must be taken online. This course is generally taught every other term.

An introduction to the selection and evaluation of different media used in advertising campaigns. Students will learn to analyze and select audiences, compare media, and conduct media research.

5

ADV 419 Advertising Strategies, 3 hours

Prerequisites: JRL 101, ADV 215 (or ADV 201)

ADV 419 must be taken online. This course is generally taught every other term.

This course will introduce students to the concept of branding. Through case studies of successful and unsuccessful branding attempts students will learn how to use advertising to help create powerful brand loyalty.

To earn a minor in advertising a student must earn a grade of C or better in each of the five courses. Students completing the entire minor online can expect to complete it in one year.

Students who double-minor in advertising and public relations may only take JRL 101 once and must replace the second offering with one of the School of Journalism's 200-level or higher open-enrollment courses. Students who double-minor in sport communication and advertising must also take PR 215 (Introduction to Public Relations).

Students who triple-minor in advertising, public relations, and sport communication must complete all listed courses. However, JRL 101 and PR 410 (IMC for Public Relations) can be taken only once; each must be replaced with one of the School of Journalism's online 200-level or higher open-enrollment courses.

All online courses are taught completely via eCampus. Students need to plan on logging into eCampus daily during the week but can do so at the time of their own choosing. Students should budget the same amount of time for an online class as they do for classroom classes.

For more information, contact the P.I. Reed School of Journalism Undergraduate Extended Learning Coordinator at sojexlearning@mail.wvu.edu.

The advertising minor is not available to any student enrolled in the P.I. Reed School of Journalism.