

ADVERTISING (MINOR)

Admission Requirements

No new students are being accepted at this time

- Students must meet with a college advisor/student success counselor to declare a minor and review the course requirements.

Program Progression and Additional Graduation Requirements

- A grade of C or higher is required in all courses for the minor.
- A minimum of 12 credits of the minor must be completed at FGCU.
- A minimum of 9 credits must be upper division (3000-4999 level) courses.
- Students desiring certification of a minor and designation on their academic transcript must:
 - Note the minor on the Application for Graduation.
 - Contact a college advisor/student success counselor to certify completion of all course requirements for the declared minor as listed below.

Program Requirements

Code	Title	Credits
Required Courses in the Minor		(18 credits)
Complete the following:		
ADV 3008	Principles of Advertising	3
ADV 3101	Promotional Writing Strategy	3
ADV 3300	Advertising Media Planning	3
MAR 3023	Introduction to Marketing	3
MAR 4333	Integrated Mkt Communications	3
Complete one from the following:		3
ADV 3001	Advertising Creative Strategy	3
MAR 3235	Social Media Marketing	3
MAR 3503	Consumer Behavior	3
MAR 4310	Public Relations Management	3

Total Credits Required: 18