



ADVERTISING

FPU BRINGS A TRADITION OF EXCELLENCE INTO
THE ADVERTISING MINOR



RACHEL DENAULT '16

Advertising is a creative communication tool used to build and support brand awareness and preference. It allows consumers to differentiate between brands and learn about new products.

The Advertising minor develops the knowledge and skills needed to create effective communication strategies and tactics, targeted to appropriate audiences, at the appropriate time.

You will gain an understanding of marketing, communications, radio, television, print, direct response, and new media techniques to promote products, services, and causes. Competencies in graphic design and media production are developed to support execution of integrated advertising plans.

To earn the Advertising minor, you must successfully complete an 18-credit course of study.

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ADVANTAGES OF AN ADVERTISING MINOR

The Advertising minor enhances skills and credentials to build a foundational knowledge and skill set for a diverse range of positions. The curriculum focuses on legal and ethical issues associated with advertising. Working in teams on advertising campaign projects prepares you for jobs in advertising agencies, corporate and non-profit marketing departments, public relations firms, television, radio, web, and other media organizations.

MINOR REQUIREMENTS

COMM120	Introduction to Media Production
DMD105	Digital Design Foundations
MK201	Principles of Marketing
MK214	Consumer Behavior
MK304	Advertising

Choose one of the following:

AD370	Advertising in America: A Cultural and Historical Perspective
DMD330	Social Media
DMD400	Audio and Video for the Web
MK350	E-commerce

Franklin Pierce graduates that have successfully completed the Advertising minor have gone on to become advertising managers at advertising firms, such as Ogilvy and Mather in NYC; media operations analysts for market communication firms, such as Digitas in NYC; and advertising managers for newspapers, such as the Gardner News.

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Franklin Pierce University
College of Business