

Advertising Minor for Communication Majors



A minimum of 24 credits as follows:

- BA 316U – Essentials of Marketing (4)*
- MKTG 340U – Intro to Advertising (4)*
- MKTG 441 – Media Strategy (4)
- MKTG 442 – Creative Strategy (4)
- MKTG 443 – Advertising Campaigns (4)
- Approved Electives (4)
 - MKTG 440 – FIR NW Student Advertising Agency (4)**
 - MKTG 448 – Digital Media Analytics (4)
 - COMM 312U – Media Literacy (4)
 - COMM 314U – Persuasion (4)
 - COMM 320 – Intro to Political Communication (4)
 - COMM 429 – Health Communication Campaigns (4)
 - COMM 341 – Intro to Public Relations (4)
 - COMM 389 – Ethics of Human Communication (4)
 - COMM 487 – Propaganda, Public Relations, and Media (4)
 - COMM 489U – Media Ethics (4)

*These classes also count towards the Design Thinking/Innovation/Entrepreneurship University Studies junior cluster

MKTG 340U also counts toward the Popular Culture junior cluster

**By application only. Two terms of MKTG 440 (8cr) can waive MKTG 443 (4cr) requirement

COURSE	PREREQUISITE
BA 316U	None
MKTG 340U	None, BA 316U recommended
MKTG 441	MKTG 340U
MKTG 442	MKTG 340U
MKTG 443	MKTG 441, MKTG 442
MKTG 448	BA 311

Course offerings are not guaranteed and may vary by time or term.

Advertising Minor for Communication Majors courses tend to be offered:

FALL	WINTER	SPRING	SUMMER – courses taught in a condensed time period
BA 316U (Online)	BA 316U (Day)	BA 316U (Night Hybrid)	BA 316U (Night-Hybrid)
MKTG 340U (Day)	MKTG 340U (Day)	MKTG 340U (Day/Night-Hybrid)	MKTG 340U
MKTG 441 (Day)	MKTG 441 (Day)	MKTG 441 (Day)	
MKTG 442 (Day)	MKTG 442 (Day)	MKTG 442 (Day)	
	MKTG 443 (Day)	MKTG 443 (Day)	MKTG 443
MKTG 440* (Day)	MKTG 440* (Hybrid)	MKTG 440* (Hybrid)	MKTG 440* (Day)
MKTG 448 (Day/Night-Hybrid)	MKTG 448 (Day)	MKTG 448 (Day)	MKTG 448

***MKTG 440 meets on Wednesdays at 2pm every term**

Suggested Course Sequence:

TERM 1	TERM 2	TERM 3	TERM 4
BA 316U	MKTG 340U	MKTG 441 MKTG 442	MKTG 443 Elective

You have a Career & Academic Advisor in the School of Business based on the last two digits of your PSU student ID number. To schedule an appointment with your advisor visit pdx.edu/business/undergrad-advising