



USC | ANNENBERG

School for Communication & Journalism

ADVERTISING MINOR

The Advertising minor, offered jointly by the **School of Journalism** and the **Marshall School of Business**, is designed for students interested in building a career in, or developing a better understanding of, the field of advertising. It explores the key role played by advertising in today’s global economy. At no time has advertising been more successful or more controversial than it is today, and this program will explore both the positives and the negatives. Emphasis is placed throughout the program on both the practical skills required to meet the demands of the marketplace and the theoretical underpinnings of those practices.

Minor Requirements

- The minor consists of 24 units and takes a minimum of four semesters starting in a fall semester to complete.
- A limited number of students are admitted to the advertising minor each term on a space-available basis.
- Students must have a declared major and at least a 2.0 cumulative GPA to be eligible.
- Minors are not eligible to secure internships through Annenberg’s Career Development Office.
- Declared advertising minors need not take BUAD 307 to be eligible for upper division MKT courses.

Application Deadline

- Fall Application Deadline: All applications are due by 5 p.m. on the first Friday of the fall semester.
- Spring Application Deadline: All applications are due by 5 p.m. on the first Friday of the spring semester.
- Late applications will NOT be considered for admission.
- You may submit the application earlier, but applications will not be reviewed until after the first Friday of each semester.

Application Notification

- We will notify you of your admission status by the third Friday of the semester.
- Notification will be sent to your USC email account.

Courses required for the minor:

JOUR 340	Introduction to Advertising (Fa, Sp)	4 units
JOUR 341	Advertising Copywriting (Fa)	4 units
JOUR 342	Advertising Media and Analysis (Fa)	4 units
JOUR 343	Advertising Design and Production (Sp)	4 units
MKT 406	Practicum in Advertising and Promotion Design (Sp)	4 units

Students must select one additional course from the following:

(Marketing elective must be taken prior to taking MKT 406)

MKT 405	Advertising and Promotion Management	4 units
MKT 425	Direct Response Marketing	4 units
MKT 470	Marketing Research	4 units

For more information, please contact Sarah Holdren at (213) 740-0900 or ascjadv@usc.edu.

Advertising Minor Course Descriptions

JOUR 340 Introduction to Advertising (4, FaSp) This course is geared to the undergraduate student interested in learning the fundamentals of today's advertising profession and its role as part of the overall marketing communications function. Advertising will be the primary focus of this course, however, we will also address the other three areas of the marketing communications plan -- Promotion (both trade and consumer), Public Relations and Direct Response -- and how they are integrated with advertising so that a brand "speaks with one voice." All aspects of the advertising process will be covered including research, strategy, media planning & buying, the creative process and production. Additional emphasis is also placed on interactive media, the Internet, and buzz marketing. Guest speakers who specialize in particular disciplines provide in-depth knowledge and insight into the specifics of the field. The final group project encompasses all classroom learning by having students act as a full service advertising agency "pitching" against each other for a piece of business.

JOUR 341 Advertising Copywriting (4, Fa) This class is for the undergraduate student who is interested in learning the role of the copywriter in the development and execution of ads and campaigns across all media. There will be numerous copywriting assignments given in print, radio and television. The concept of the creative team (the copywriter and art director) will be introduced and its origin examined. The creative brief and its role will be studied. The role of the advertising agency in developing, maintaining or shifting a client's brand image will also be explored, with an emphasis on the copywriter's role in the process. Presentations of ideas will be integral to class participation. Prerequisite: JOUR 340.

JOUR 342 Advertising Media and Analysis (4, Fa) This course teaches the fundamentals of the media planning and buying function of the advertising profession. The course explores how media, as part of the overall marketing and advertising process, becomes the delivery system for the message. Students will learn how to identify the target audience, determine which medium or combinations of media provide the most effective means of reaching the target by understanding the benefits and drawbacks of broadcast, print, out-of-home, direct and interactive media. Guest speakers bring their unique perspectives as planners, buyers or sellers of specific media. A final project harnesses course learning as students assemble into media planning groups to produce media recommendations, and then pitch their proposals against other groups. Prerequisite: JOUR 340.

JOUR 343 Advertising Design and Production (4, Sp) This course teaches production of advertising materials, with emphasis on the creation and design of advertising elements. The first part of the course will be devoted to identifying and understanding what makes a good brand and the devices that have established that status. The second half will be devoted to putting that theory into practice. Students will create their own branding campaign, drawing on contemporary techniques and practices of demographic research, market analysis, visual persuasion and copywriting. Prerequisite: JOUR 340.

MKT 406 Practicum in Advertising and Promotion Design (4, Sp) This course provides real-life marketing experience in a student-managed marketing/advertising/promotions agency. Students work with a client organization on the design of an advertising/promotions campaign. Requires market research, creative design, implementation planning and client presentation.

IMPORTANT NOTE: MKT 406 is a finisher course to the minor and **must** be taken after completion of one of the marketing electives listed below. MKT 406 is generally offered in the spring term.

Students must select one additional course from the following:

MKT 405 Advertising and Promotion Management (4, FaSp) This course examines the role of advertising in the marketing mix including determining objectives, strategies, and plans from situation analysis through research and creative processes, media selection and sales promotion. Prerequisite: BUAD 307, COMM 200, COMM 302 or JOUR 340.

MKT 425 Direct Response Marketing (4) This course studies the role of direct response marketing in promotion and distribution including mail-order marketing, project testing, fulfillment management, career opportunities and case analyses. Prerequisite: BUAD 307 or JOUR 340.

MKT 470 Marketing Research (4) This course emphasizes the skills needed to conduct and apply research for marketing decision-making. Problem formulation, secondary data, primary research, fundamentals of analysis are covered. Prerequisite: BUAD 307 or JOUR 340; recommended preparation: BUAD 310