

**Arts Entrepreneurship Department
Advertising Minor
Frequently Asked Questions (FAQ) Sheet**

Updated: December 14, 2018

1. When does MCAD's advertising minor officially begin?

Students can pursue the advertising minor starting Spring 2018.

2. Why would I declare an advertising minor?

The advertising minor provides students with an added focus on the marketing, advertising, and communications sector, and how various creative practices can be applied in this sector. Advertising minors explore the tools, methods, and research techniques commonly used in the advertising industry, and more broadly in the marketing and communication sectors. The body of knowledge gained from the advertising minor is transferable to a wide variety of creative sectors and businesses, and can be applied in a variety of self-employment and professional settings.

3. How do students declare their interest in pursuing an advertising minor?

The Advertising Minor Declaration Form is available in the MCAD Student Affairs Office. Students must have the Chair of the Arts Entrepreneurship Department sign the form and return the completed form to the MCAD Student Affairs Office.

4. Who is eligible to declare the advertising minor?

The advertising minor is open to all undergraduate students pursuing an undergraduate degree at MCAD. Note that BFA majors and entrepreneurial studies majors have different requirements for the minor. See the minor section of mcad.edu, and/or contact MCAD Student Affairs or your academic advisor.

5. Do I need to schedule an advising appointment to declare the advertising minor?

No, however students are encouraged to discuss their interest in the advertising minor with their academic advisor(s) prior to declaration.

6. When is the best time for an MCAD student to declare their interest in completing the advertising minor? Can seniors declare an advertising minor?

Students can declare an advertising minor at any time before their last semester at MCAD. Students are strongly encouraged to declare the minor early in their MCAD career in order to help them better schedule the requirements in relation to their degree requirements. Students who declare the minor late in their undergraduate careers may need to take more than the recommended number of courses per semester, or complete the minor requirements by enrolling in additional semesters.

7. Can MCAD courses I have already taken be used to fulfill the requirements of the advertising minor?

Many MCAD courses can count toward the minor—the minor offers a number of options for required courses. There are no substitutions beyond the courses explicitly outlined as those needed to earn an advertising minor.

8. Can classes I take at other colleges and universities be applied toward the advertising minor?

Students can transfer up to 6 credits toward fulfilling the requirements of the advertising minor at MCAD. These transfer credits will be reviewed and approved by the Dean of Students and/or the Chair of the Arts Entrepreneurship Department.

9. Are there recommended courses within the advertising minor for particular majors (i.e. graphic design, film, etc.)?

Advertising minors may select from a variety of required courses, allowing students to deliver many of their assignments in an area of creative practice of their choosing.

10. How is the completed advertising minor indicated on students' transcripts?

Students' Degree Audits indicate the declaration of the minor, the courses available to complete the minor, and is updated as courses are completed. Those students who successfully complete all of the required courses for the advertising minor will see a notation on their final transcript noting its completion. No notation will appear on students' transcripts if they fail to complete the requirements for the advertising minor before they graduate.

11. Is there a minimum grade point average required to declare or to complete the minor?

No, there is no minimum grade point average required for the advertising minor.

12. How can I find out more information about the courses required of the advertising minor?

Required courses for completing of the advertising minor can be found on the information sheet in the Student Affairs Office. For more information, students are encouraged to meet with their academic advisor(s) and/or the Chair of Arts Entrepreneurship.