

Minneapolis College of Art and Design
Arts Entrepreneurship Department
Advertising Minor
Description, Overview, and Required Courses

Description and Overview for the Advertising Minor

The advertising minor offered through the Arts Entrepreneurship Department combines the study of the methods of visual and written communication with an understanding of historical and contemporary practices used in the advertising and marketing industry.

The advertising and marketing industry is a highly create environment where people practicing a wide variety of disciplines communicate with large groups of people to create impactful and meaningful change. Students gain an expanded knowledge and experience in the research, analysis, and methods used to develop ad campaigns for major brands, persuasive communications for nonprofits, and establishing brands for small businesses and individuals. Content is produced through a wide variety of creative practices including graphic design, illustration, video, photography, copywriting, and more.

Topics explored as part of the advertising minor may include: visual symbols and metaphor, ethnography, semiotics, copywriting, rhetoric and persuasion, data analysis and information graphics, global cultures, ethics, and the roles and responsibilities of the people working in the advertising and marketing industry.

Learning Objectives for the Advertising Minor

- Identify the history and the ongoing evolution of theories found in the advertising and marketing sector
- Demonstrate significant knowledge in the appropriate use of the methods of research, analysis, and reporting that informs creative deliverables
- Develop an ability to synthesize research to form complex ideas into new, meaningful, and impactful creative ideas through visual and/or verbal messages to affect change
- Apply collaborative workstyles in developing creative solutions individually, in teams, and with clients while maintaining given constraints of time, money, and/or resources
- Cultivate presentation skills to deliver creative ideas and deliverables to a variety of audiences

Methodology of Instruction for the Advertising Minor

The methodology of instruction for the courses required of the advertising minor varies, with most courses offering a mix of lectures, readings, visual media, lectures by visiting professionals, and experiential exercises. Both individual and team-based assignments allow students to deliver work in a variety of creative disciplines. Additionally, many courses include students working with real clients on real problems and then delivering solutions that can be implemented. Client-based student work can be included in a portfolio, and client relationships can lead to internships, contract work, and even employment. Students will gain valuable experience through actively contributing to class discussions; completing writing assignments, exams, and visual assignments; conducting research; and making formal presentations.

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Advertising Minor Required Courses

BFA and BS students have different requirements to earn an advertising minor. Both require 15 credits but require different courses. Below are the courses required for BFA and BS majors.

BFA Majors Advertising Minor Required Courses

A total of 15 credits are required. The courses below list the required and elective courses.

Required Courses (9 credits):

- ADV 2000 Introduction to Advertising (Studio course)
Prerequisites: FDN 2D, FDN Media 1
- ADV 3020 Integrated Advertising (Studio course)
Prerequisites: FDN 2D, Introduction to Advertising
- AH 2105 Print Culture, Art, and Communication in the Age of Mass Reproduction
Prerequisites: None listed

Choose ONE of the courses below (3 credits):

- ES/HS 3240 Copywriting
Prerequisite: EN 1500 Writing and Inquiry or faculty permission
- ES/HS 3242 Writing for the Voice
Prerequisite: ES/HS 3240 Copywriting or faculty permission
- HS 3353 Ethnographic Applications for Art and Design (HS LA elective)
Prerequisites: None

Choose ONE of the courses below (3 credits):

- GRD 2000 Graphic Design 1
Prerequisite: FND 1311 Foundation: Media 1
- WMM 3020 Web+Screen
Prerequisite: FND 1311 Foundation: Media 1, FDN 1312 Foundation: Media 2
- ADV 3010 Agency
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising
- PD 3XXX Understanding Marketplaces and Users: Design Research
Prerequisites: HS 3353 Ethnography for Artists and Designers; ES 3025 Marketing and Analytics
- ADV 3040 Future of Advertising
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising
- ADV 3060 Advertising for Retail Environments
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising

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Entrepreneurial Studies (BS) Majors Advertising Minor Required Courses

A total of 15 credits are required. The courses below list the required and elective courses.

Required Courses (9 credits):

- ADV 2000 Introduction to Advertising (Studio course)
Prerequisites: FDN 1111 Foundation: 2D, FND 1311 Foundation: Media 1

- ADV 3020 Integrated Advertising (Studio course)
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising

- AH 2105 Print Culture, Art, and Communication in the Age of Mass Reproduction
Prerequisites: None

Choose TWO of the courses below (6 credits):

- ADV 3040 Future of Advertising
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising

- ADV 3060 Advertising for Retail Environments
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising

- HS 3353 Ethnographic Applications for Art and Design
Prerequisites: None

- GRD 2000 Graphic Design 1
Prerequisite: FND 1311 Foundation: Media 1

- WMM 3020 Web+Screen
Prerequisite: FND 1311 Foundation: Media 1, FDN 1312 Foundation: Media 2

- ADV 3010 Agency
Prerequisites: FDN 1111 Foundation: 2D, ADV 3020 Introduction to Advertising

- PD 3XXX Understanding Marketplaces and Users: Design Research
Prerequisites: HS 3353 Ethnography for Artists and Designers; ES 3025 Marketing and Analytics
