

# ADVERTISING - UNDERGRADUATE MINOR

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If you are considering the Minor in Advertising, please visit the Department of Marketing, Business Complex, room 209 to arrange a consultation with a Marketing Faculty member for guidance and a suggested Plan of Study for the minor, etc. Students must have a cumulative grade point average of 2.0 in the 18 credits in order to earn the Minor in Advertising. Also, at least twelve credits for the minor must be completed at NMSU.

**This minor is not open to majors in the Bachelor of Individualized Studies and the Bachelor of Applied Studies.**

Requirements: 18 or more Credit Hours in an approved plan of study.

| Prefix  | Title                   | Credits   |
|---|-------------------------|-----------|
| <b>Requirements</b>   |                         |           |
| MKTG 303  | Principles of Marketing | 3         |
| MKTG 311V   | Consumer Behavior       | 3         |
| MKTG 314  | Advertising Strategy    | 3         |
| MKTG 449  | Promotion Management    | 3         |
| Additional credits from any upper-division Marketing courses <sup>1</sup> |                         | 6         |
| <b>Total Credits</b>  |                         | <b>18</b> |

<sup>1</sup> All courses must be upper-division (300 level or above) and have a prefix of MKTG.