

Advertising Minor

Admission

This minor is open to all undergraduate majors at The University of Texas at Austin, except advertising and public relations majors. Admission to the minor requires completion of ADV 318J Introduction to Integrated Brand Communication with a minimum grade of C-. If demand exceeds space available, the Moody College reserves the right to select students based on their academic record or a secondary application.

Acceptance into the minor does not come with preference or guarantee of a seat in any course. Course prerequisites and department restrictions are enforced.

Total Hours Required: 15

Requirements

Requirements are listed in the table below. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy [General Education](#) requirements, including [Core Curriculum](#). Students should also review the [University's Undergraduate Minor and Certificate Requirements and Policies](#).

Code	Title	Hours
ADV 318J	Introduction to Integrated Brand Communication	3
Hours chosen from: ADV		3
Hours chosen from: upper-division ADV (ADV 378S may only be counted once toward this requirement)		9
College Requirements - Communication		
Undergraduate Minor and Certificate Requirements and Policies		
Total Hours		15

Additional Requirements and Policies

- Nine hours of in residence coursework and nine hours of upper-division coursework are required.
- All courses must be taken for a letter grade, unless the course is only offered on the pass/fail basis.
- A minimum grade of C- (or CR for courses offered only on a pass/fail basis) is required for all minor coursework.