Why Choose an Advertising/Integrated Marketing Communications Minor

If you choose to enroll in this minor, you will be one of a very few select students to receive a minor in Advertising/Integrated Marketing Communications from a College of Business. The emphasis of your minor will not be in the creation of copy or illustration, but in developing integrated marketing communication campaigns that effectively convey an organization's message through the strategic combination of advertising, direct marketing, sales promotion and public relations techniques. As a graduate with this minor, you will be highly sought by companies and/or ad agencies looking for people with a solid grounding in business that are capable of managing client relationships and building marketing success. You will learn such concepts as:

- Understanding markets and media
- Learning how corporations communicate effectively
- Serving as a bridge builder between your organization and the customers who desire to use your organization's products and services.

You will find yourself in a very competitive, challenging and rewarding career. Your career ladder will often lead to high-paying senior management, executive and/or leadership positions.

The minor is based on the idea that there is no substitute for experience. As a student, you become directly involved in the integrated marketing communications and advertising process. You write copy, create layouts, develop media plans and produce integrated marketing communications strategies. In addition, you will choose two specialized classes that will help to focus your career preparation.

Career Opportunities

Integrated marketing communications is a field that offers an astonishing number and variety of specialized career opportunities. It encompasses all the facets of integrated marketing communications, including general advertising, sales promotion, direct marketing, publicity, trade shows and more. You will find yourself in a very competitive, challenging and rewarding career in this field in positions such as account executives, copywriters, creative directors, managers, media planners and buyers, sales people and researchers. Your career ladder will often lead to high-paying senior management, executive and/or leadership positions.

Admission Requirements

Any person who is admitted to a Ferris State University Bachelor’s degree program is welcome
to obtain this minor.

**Graduation Requirements**

You will receive the Advertising/Integrated Marketing Communications minor upon graduation with a baccalaureate degree, and after completion of the requirements for the minor with a minimum 2.0 grade point average in the Advertising/Integrated Marketing Communications minor courses.

No more than 50% of the credits in this minor may be transferred from another institution. A maximum of 1/3 of the credits, but not more than 7 credits in a minor may overlap with the student's major.

**More Information**

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