**Application for the Minor in Advertising Analytics**

Thank you for your interest in the Advertising Analytics Minor. Enrollment in the minor is competitive—there is no guarantee you will be admitted. To be eligible for the minor you must have been formally admitted to the Advertising Management major *and* be currently enrolled in or have completed Advertising 350 (Advertising Media Planning and Strategy). By applying to the minor, you are giving your permission for the Director of the minor to review your grades in relevant courses and consult with your instructor for ADV350.

To apply, please fill out the application below. Submit your application *and* your resume in an email to Prof Dan Hiaeshutter-Rice (dhrice@msu.edu) by **April 1** for spring semester admission or **November 1** for fall semester admission. In the subject line of the email, type your name followed by “Analytics Minor Application.”

(Please type in the shaded areas below.)

Name

Student #

Declared Major

Phone #

Campus mailing address

MSU email Address

Overall GPA (refer to STUINFO)

Midterm or final grade in ADV350

Name of ADV350 instructor

**Statement of Purpose**: In 1-2 paragraphs explain why you are interested in pursuing the Advertising Analytics minor:

**Relevant Work Experience** - Please provide relevant work/internship experience you have related to analytics (e.g., media planning, web analytics, social media monitoring/analysis, content analysis), including the name and location of the company or organization, and supervisor’s name and telephone number.

Please list any relevant student organizations you belong to and any positions held.

Please indicate other work experience that makes you an excellent candidate for the Advertising Analytics minor.