

# ADVERTISING

## Bachelor of Science Degree

From magazines and newspapers to radio and television to billboards and interactive space, advertising is everywhere. It is an industry of ideas that informs, inspires, and entertains. Advertising is dynamic, constantly searching for new ways to reach people with innovative design and writing. A sharp advertising mind must be able to think like a business marketer and a consumer, an analyst and a creative artist.

### PROGRAM OBJECTIVES

- Understand the advertising industry, history and current trends
- Compare and contrast the various channels used for advertising, including print, broadcast, and the Web, and describe common pricing issues and usual practices for each
- Demonstrate a working knowledge of the essentials of good design, incorporating color, layout, white space, and typography
- Describe the primary advertising functions: research, planning, creative, media, management, budget, campaigns, and delineate how these areas work together
- Synthesize information from diverse sources for project purposes
- Write copy for advertising campaigns, understanding the role of copy and its limitations within digital media
- Work cooperatively in a team
- Speak effectively, write concisely, and listen attentively
- Define needs, think creatively, and develop unique problem-solving ability to support advertising proposals and projects
- Recognize the business issues and industry concerns that advertising agencies face and the demands of e-advertising creation and use
- Understand basic Web design and motion graphics
- Examine the basic concepts of consumer behavior, including theory and measurement
- Apply appropriate software solutions to design problems
- Assemble a final portfolio with a variety of advertising design projects

### ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Advertising program are prepared to seek entry-level positions such as assistant media buyer, copy writer, marketing coordinator, assistant account manager, assistant public relations director and advertising designer with advertising agencies, marketing firms, design firms, and corporate and retail marketing departments.



## REQUIREMENTS FOR BACHELOR OF SCIENCE DEGREE

**180 Quarter Credits**  
**Twelve 11-Week Quarters or 132 Weeks**

### GENERAL EDUCATION

GE10110 English Composition I  
 GE10210 English Composition II  
 GE10220 College Math  
 GE10230 Art History: Baroque to Contemporary  
 GE10320 Effective Speaking  
 GE10410 Introduction to Psychology  
 GE20510 Ethics  
 GE20530 Sociology  
 GE20710 Aesthetics  
 GE30910 Theories of Communication  
 GE30930 Issues in American Society  
 GE31040 Media & Pop Culture  
 LS10110 Computer Science  
 LS205210 Career Development

### General Education Elective List A (Select 1):

GE10120 Art History: Prehistoric to Mannerist  
 GE10130 History of Photography  
 GE10310 World Literature  
 GE10330 American Government  
 GE10430 Environmental Science

### General Education Elective List B (Select 2):

GE20540 United States History: Early Period  
 GE20550 United States History: 20th Century  
 GE20560 Western Civilization: Ancient to Renaissance  
 GE20570 Western Civilization: Reformation to WWII  
 GE20580 Economics  
 GE20590SA Study Abroad  
 GE20610 Theatre Appreciation  
 GE20810 History of Film

### General Education Elective List C (Select 3):

GE30980 Creative Writing  
 GE30920 Logic  
 GE30940 Literature and Culture  
 GE30950 Music Appreciation  
 GE30960 Introduction to Museum Studies  
 GE30970 History of 20th Century Art  
 GE30990 History of Photography: 1960 to the Present  
 GE31010 Study Abroad  
 GE31020 Statistics  
 GE31030 Comparative Religions

### CORE COURSES

IAV0015PF Portfolio Foundations Advertising  
 AV10110 Survey of Advertising  
 AV10120 Illustration and Rapid Visualization  
 AV10210 Fundamentals of Advertising  
 AV10310 Fundamentals of Marketing  
 AV10420 Fundamentals of Business  
 AV20510 Consumer Behavior  
 AV20520 Organizational Behavior  
 AV20610 Principles of Marketing Research  
 AV20620 Sales & Persuasive Techniques  
 AV20710 Advertising Copywriting & Scriptwriting  
 AV20810 Media Planning and Buying  
 AV20820 Brand Strategy  
 AV30910 Public Relations and Promotion  
 AV30920 Special Topics in Advertising  
 AV31010 Interactive Advertising  
 AV31020 Intermediate Advertising Campaign – Senior Project I  
 AV31110 Advanced Advertising Campaign – Senior Project II  
 AV31120 Portfolio Preparation

AV31130 Account Planning  
 AV41210 Portfolio & Self Promotion  
 GR10120 Fundamentals of Design  
 GR10130 Color Theory  
 GR10210 Typography I  
 GR10330 Concept Development  
 GR10340 Layout Design  
 GR10350 Image Manipulation  
 GR10450 Digital Layout  
 GR10460 Digital Illustration  
 GR10471 Digital Imaging & Manipulation  
 GR20541 Print Production  
 GR20571 Typography II  
 GR20641 Advertising Layout  
 GR20782 Advertising Design  
 GR20790 Motion Graphics for the Web  
 GR30960 Integrated Motion Graphics  
 GR41120 Art Direction  
 IN41220AV Internship  
 PH10350 Principles of Digital Photography for Non-Majors

### Program Elective List (Select 2):

DF10110 Introduction to Video Production  
 DF10211 Television Studio Production  
 DF10331 Fundamentals of Scriptwriting  
 DF10341 Conceptual Storytelling  
 GR20620 Graphic Symbolism  
 GR20670 Introduction to Web Design  
 GR20771 Corporate Identity  
 GR20761 Product Graphics  
 GR20795 Typography III  
 GR20820 Publication Design  
 IM10410 Intermediate Scripting Languages  
 IM20620 Interactive Motion Graphics  
 PH10221 Photo Techniques  
 PH30940 Special Topics

