

ADVERTISING

Bachelor of Science Degree

The Advertising program is designed to educate students in publicity, promotion, and marketing as they relate to the field of advertising. From magazines and newspapers to radio, television, billboards and interactive space; this industry of ideas informs, inspires, and entertains as it constantly searches 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
 GE20590SA Study Abroad
 GE20560 Western Civilization: Ancient to Renaissance
 GE20570 Western Civilization: Reformation to WWII
 GE20580 Economics
 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

AV0015PF 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
 IM10421 Web Design Workshop
 IM20620 Interactive Motion Graphics
 PH10221 Photo Techniques
 PH30940 Special Topics

