



ADVERTISING

BGSU COLLEGE OF ARTS AND SCIENCES

The advertising major is an interdisciplinary program providing students with a balance of conceptual foundations and professional skills. Students are prepared to be adaptable in the fast-changing media environment; to exercise strong writing and analytical skills; to solve problems creatively; and to master professional advertising skills for commercial and non-profit organizations.



College of Arts and Sciences – Advertising

Points of Pride

- Our interdisciplinary degree includes course work in marketing, media production, graphic design and communication, as well as advertising.
- Students in the capstone campaign courses work with real clients.
- Our two-internship requirement guarantees significant practical experience.
- Students practice their skills using state-of-the art technologies in the Michael & Sara Kuhlin Center.
- Falcon Media, our student media organization, offers hands-on real-world experience in promotions, selling, social media and advertising for our multiplatform brands.
- Our Industry Advisory Board comprises alumni and major advertising employers such as Google, Madison Avenue Group, Disney, NBC Universal, and Hart.
- According to the U.S. Department of Labor, overall employment of advertising, promotions and marketing managers is projected to grow faster than average.

Students may want to consider a minor or second major in the following areas:

- Digital Arts
- Business
- Journalism
- Marketing
- Media Production
- Media Studies
- Psychology
- Public Relations

What can I do with this major?

Advertising graduates pursue careers in the following areas:

- Account Planning
- Advertising Sales
- Communications
- Consumer Research
- Copywriting
- Digital & Social Media
- Event Marketing
- Marketing
- Media Planning
- Commercial Production

For more information

Advertising

419-372-8349

bgsu.edu/advertising

A Public University for the Public Good

The School of Media and Communication develops individuals who communicate effectively, contribute to their communities, and engage globally with individuals, governments, businesses, and non-profit and civic organizations. The school is a strong advocate for ethical professional practices, equal access to media technologies, inclusivity, and freedoms of speech and press in order to build a more deliberative and democratic community.