Student ID:_____	Catalog: Fall 2023 Undergraduate Catalog
Student Name:_____	Program: Advertising, B.A.
Advisor Name:_____	

This is for planning purposes only, please check with your advisor with questions about your degree progress

Advertising, B.A.

The advertising major is an interdisciplinary undergraduate major in the School of Media and Communication. The major provides students with the foundational conceptual and professional skills required in a rapidly changing media environment. These skills include contemporary audience research and analysis, strategic writing and messaging, and media planning and selection in both traditional and digital media. The major's strong experiential learning component develops student mastery in professional advertising and creative business and communication problem-solving in commercial and non-profit settings.

The advertising major consists of a six-course core, a two-course internship, four additional required courses, a three-course concentration, and a capstone experience. The core provides a strong foundation of theory and practice in different facets of the industry incorporating perspectives from Advertising, Communication, Media Production and Studies. Marketing and Graphic Design, to provide a strong context in marketing-driven and graphic design of creative advertising. A minor is required.

Learning Outcomes

Students are expected to achieve the following learning outcomes:

1. Explain the different functions, regulations, and roles of advertising in business marketing, the media industry, and society;
2. Utilize consumer behavior and persuasion theories with audience research to select target audience, develop advertising campaigns' and evaluate their effectiveness with appropriate data analytics and metrics;
3. Write advertising copy, understand graphic design principles and develop ethical advertising campaigns and strategies across multiple media platforms including social media for both commercial and non-profit organizations;
4. Apply knowledge of the strengths and limitations of different marketing communication media and integrate them in advertising campaigns and media advertising sales.

With the advertising major, students may choose between two concentrations to best suit a student's talents and interests. The student's concentration options are - creative/production or management/research.

> **The Creative/Production** concentration prepares students for careers in copy writing, print and digital advertising or commercial production, webmaster for commercial web sites or social media manager.

> **The Management/Research** concentration prepare students for careers in advertising sales, account management, account planning, advertising media planning and advertising research.

For specific courses for those concentrations, please review the check sheet for the major. This major requires students to take a minor.

BG Perspective (BGP) Requirements

Must complete at least 1 course in each of the following:

English Composition and Oral Communication

_____ _____

Quantitative Literacy

_____ _____

Must Complete at least 2 courses in each of the following:

Humanities and the Arts

_____ _____
_____ _____

Natural Sciences - at least one Lab Science required

_____ _____
_____ _____

Social and Behavioral Sciences

_____ _____
_____ _____

Complete total required BGP credit hours by selecting courses from any of the above categories:

_____ _____
_____ _____
_____ _____
_____ _____

University Requirements

Designated courses in Humanities and the Arts and the Social and Behavioral Sciences domains may be used to fulfill both the BGP requirement and one of the following university requirements:

Cultural Diversity in the US _____
International Perspective _____

Composition Requirement:
WRIT 1120

Total BGP Credits: Must be at least 36

Arts & Sciences Requirements

World Languages and Cultures (_____ yrs of HS_____)

Consult the Undergraduate Catalog or the Arts and Sciences Student Handbook regarding approved course options in the different language and culture areas.

_____1010_____ _____
_____1020_____ _____
_____ _____
_____ _____

Lab Science

_____ _____

Multidisciplinary Component

Select from approved offerings, in consultation with an advisor and a faculty mentor. Four courses total, each with a different subject prefix. At least two courses at 3000/4000 level. Courses applied to the Arts & Sciences MDC may not be used to fulfill other Arts and Sciences degree requirements, nor may they be used to fulfill major, minor, BGP or other program requirements.

_____ _____
_____ _____
_____ _____
_____ _____

Major Requirements

Minor Required

Advertising Core

(18 Hours)

Course Name	Terms Taken	Grade	Core
ADV 1010 - Advertising Principles and Practices			
ARTD 2010 - Graphic Design Thinking			
ADV 2640 - Introduction to Interactive Advertising and Social Media			
ADV 3800 - Advertising Copywriting and Creative Strategy			
ADV 4530 - Advertising Sales and Media Promotion			
MDIA 4610 - Audience Research and Targeting			

Interships & Capstone

(5 Hours)

Course Name	Terms Taken	Grade	Core
ADV 2990 - On-campus Internship			
ADV 3990 - Professional Internship			
ADV 4800 - Integrated Advertising Campaigns			

Concentration

(9 Hours)

Choose 9 Credit hours from **one** of the following concentrations listed below.

Creative/Production Concentration

Choose 9 Credit Hours from the Following:

Course Name	Terms Taken	Grade	Core
ADV 3999 - Workshops in Advertising			
ARTD 2020 - Typography			
ARTD 4010 - Graphic Design History and Integrative Models			
MDIA 1995 - Fundamentals of Non-Linear Editing			
MDIA 2600 - Writing for Electronic Media			
MDIA 2610 - Television and Video Production *			

Course Name	Terms Taken	Grade	Core
MDIA 2620 - Audio Production *			
MDIA 3640 - Advanced Video Field Production and Lighting *			
MKT 4250 - Creativity in Marketing			
VCT 1030 - Introduction to Visual Communication Technology			
VCT 2080 - Digital Print Media *			
VCT 3080 - Cross-Media Convergence *			
• VCT 3100 - Advanced Print Media **Contact Hours:** *			

Management/Research Concentration

Choose 9 credit hours from the following:

Course Name	Terms Taken	Grade	Core
ADV 4630 - Content Strategies and Platform Distribution			
ADV 4999 - Current Topics in Advertising			
JOUR 3410 - Introduction to Strategic Public Relations for Non-Majors			
MDIA 3610 - Media & Strategic Communication			
MDIA 4640 - Social Media Campaigns			
MDIA 4911 - Media Management			
MKT 3350 - Digital Marketing			
MKT 4100 - Marketing Communication and Promotion			
MKT 4200 - Branding			

Additional Requirements

(12 Hours)

Course Name	Terms Taken	Grade	Core
MKT 3000 - Principles of Marketing for Non-Business Majors			
MKT 3020 - Consumer Behavior			
COMM 3030 - Persuasion			
COMM 4180 - Communication Ethics			

Total Hours: 32

* Note: Courses with the asterisk (*) have prerequisites. Please review the course descriptions for prerequisites through the Undergraduate Catalog.

Minor required.

Minor Requirements

(usually 20 hours, no courses from the major may be used)

For Graduation You Will Need:

1. 122 credit hours minimum.
2. Minimum GPA 2.00.
3. At least 30 credit hours of BGSU course work.
4. 40 credit hours at the 3000/4000 level.
5. Completion of all degree requirements, including the BG Perspective Core.
6. A major, and if required, a minor, specialization or emphasis.

Any substitution or waiver of courses required for your major or minor program <u>must</u> originate in the department/school offering the major or minor and <u>must</u> be approved by the College Office.

To ensure a timely graduation, see a *College Advisor* during the semester prior to your intended graduation.

Remember to complete an **Application for Graduation** by the end of the second week of classes during the fall semester or spring regular session, or by the end of the first week of the summer semester. For the specific dates, check your DARS. You may log onto MyBGSU to complete the online application. After the deadlines, you will need to complete an application in person in the College Office.

Notes: