

MICHIGAN STATE UNIVERSITY

January 20, 2012

MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request to Change the Admission Requirement for the Bachelor of Arts
Degree in Advertising

For Transmittal to the University Committee on Undergraduate Studies
(UCUS)

The request referenced above is being sent to the University Committee on Undergraduate Studies (UCUS) in accordance with the *Bylaws for Academic Governance*, 4.4.

UCUS Response Requested:

Please ask the UCUS to consider the request referenced above and provide consultative commentary prior to the March 1, 2012 Full Committee, UCC meeting. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the UCUS members.

The academic program and course requests referenced above will be included on the agenda for the February 9, 2012 meeting of Subcommittee C, University Committee on Curriculum (UCC). Requests that are approved by Subcommittee C on February 9 will be before the Full Committee, UCC, for action on March 1, 2012. Requests that are approved by the Full Committee on March 1 will be included in the March 20, 2012, Report of the UCC to the Faculty Senate.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request for Changes in an Academic Program form dated December 5, 2012: Bachelor of Arts Degree in Advertising and attachments.

s:\share\lucusadvba



University Curriculum and Catalog

176 Administration Bldg.
East Lansing, MI
48824-1046

517-355-8420
Fax: 517-353-1935

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the requirements for the **Bachelor of Arts** degree in **Advertising** in the Department of Advertising, Public Relations and Retailing.

The concentrations in the Bachelor of Arts degree in Advertising are noted on the student's academic record when the requirements for the degree have been completed.

- a. Under the heading **Admission as a Junior**, in the first paragraph, delete 'Economics 201'.
- b. Under the heading **Requirements for the Bachelor of Arts Degree in Advertising** replace item 3. with the following:

3. The following requirements for the major.

			CREDITS
a.	All of the following Advertising core courses (25 credits):		
	ADV 205	Principles of Advertising	4
	ADV 330	Advertising Management	3
	ADV 342	Account Planning and Research	3
	ADV 350	Advertising Media Planning and Strategy	3
	ADV 375	Consumer Behavior	3
	ADV 475	Advertising and Society	3
	ADV 486	Integrated Campaigns	4
	CAS 110	Creative Processes in Media Settings	2
	The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.		
b.	One of the following concentrations (17 or 18 credits):		
	Creative		
1.	All of the following courses (8 credits):		
	CAS 111	The Digital Image	2
	CAS 112	Story, Sound and Motion	2
	CAS 203	Design in Media Settings	1
	CAS 204	Web Design in Media Settings	1
	CAS 205	Photography in Media Settings	1
	CAS 206	Graphics and Illustration in Media Settings	1
2.	Complete 9 credits from the following courses:		
	ADV 322	Copy Writing and Art Direction	3
	ADV 324	Introduction to Creative Media	3
	ADV 326	Advanced Creative: Media I	3
	ADV 354	Interactive Advertising Design	3
	ADV 422	Advanced Copywriting	3
	ADV 428	Advanced Creative: Media II	3
	ADV 450	Intensive Portfolio Workshop	3
	ADV 493	Advertising and Public Relations Internship	1 to 3

A maximum of 3 credits in ADV 493 may be used to fulfill this requirement.

Management and Media

1. Complete 18 credits from the following:

ADV 325	Public Relations Techniques and Ethics	3
ADV 334	International Advertising	3
ADV 352	Media Sales	3
ADV 360	Advanced Sales Communication	3
ADV 386	Campaign Competition	3
ADV 420	New Media Driver's License	3
ADV 425	Public Relations Strategy	3

ADV	430	Social Marketing: Strategy and Practice	3
ADV	436	Promotions and Scholarships	3
ADV	456	Interactive Advertising Management	3
ADV	492	Special Topics in Advertising	3
ADV	490	Independent Study	1 to 3
Or			
ADV	493	Advertising and Public Relations Internship	1 to 3

A maximum of 3 credits in ADV 490 or 493 may be used to fulfill this requirement.

c. All of the following courses (16 credits):

ACC	201	Principles of Financial Accounting	3
Or			
ACC	230	Survey of Accounting Concepts	3
ADV	225	Writing for Public Relations	3
EC	201	Introduction to Microeconomics	3
Or			
EC	202	Introduction to Macroeconomics	3
MKT	327	Introduction to Marketing	3
PSY	101	Introductory Psychology	4

Effective Fall 2012.

View a Program		Main Menu
Joy Speas, RO	Monday, 12/5/2011	
Program Name: Advertising Degree: BA Sequence Number: 6	Program Request ID: 2088	
Effective Dates: Fall 2012 - Open Status: Interim Initial Action: Change		
Requested Date: 10/27/2011 8:51:01 AM		
<p>1. Department/School/College: 10022 Department of Advertising, Public Relations and Retailing</p> <p>2. Name of Program: Advertising</p> <p>3. Name of Degree: BA</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Fall 2012</p> <p>6. Target student audience for the program: ADV majors</p> <p>7. Enrollment: What is the expected enrollment per year: 850 What is the minimum enrollment acceptable: 700</p> <p>8. Source of budget for the program: To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Faculty Senate. Internal reallocation If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p>9. Projected Costs as compared to other programs in unit: Same</p> <p>10. Staff requirement: How many additional staff will be required: 0 Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

APRR faculty members

11. Will additional equipment be required:

Approximate cost: 0

Source of funding:

12. Will additional library materials be required:

Approximate cost: 0

Source of funding: No new materials required

13. Will additional space be required:

Type:

Approximate amount:

14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:

No

15. Detailed Description:

Introduction

Over the years the Advertising Degree requirements have been modified repeatedly, a course at a time, but without a broader curriculum review. A review of current industry practices, what is needed for success in the industry, as well as the curricula of other strong programs helped shape the proposed curriculum changes below. This proposed program is designed to equip students for advertising and related professions in the 21st Century. By re-conceptualizing the content of existing course titles and reorganizing requirements, a new and exciting curriculum emerges without the need to create a long list of new courses.

The proposed curriculum corrects the shortcomings while propelling this program past its competitors, by focusing on the future of the industries that hire our students. The resulting proposal can be adopted without the need for new resources, while at the same time providing students with greater flexibility in their scheduling.

Catalog Copy

ADVERTISING

The undergraduate program in advertising is designed to assist students in acquiring the knowledge and skills which will help them to qualify for careers in advertising and public relations. Such careers are possible with manufacturers, advertising and public relations agencies, the mass media, government, various nonprofit organizations and many other sectors of the economy. Since a graduate degree often is important to long-term success in such careers, the undergraduate program is designed also to prepare qualified students for graduate studies in advertising, public relations and related fields:

The program stresses flexibility and broad perspectives. The intellectual disciplines underlying advertising cut across the arts and sciences. Central to the field is the study of communication and other behavioral sciences, marketing and other business subjects, the creation and production of advertising messages, the selection and use of the media and the allocation of resources to advertising and public relations programs. Course work is designed to provide knowledge of principles basic to all advertising and public relations activities, allow for advanced study in areas such as creative, managerial, media, and research specializations, and to assure the richest possible background to prepare the student for meeting individual and social responsibilities:

The majority of each student's course work provides a broad general education for advertising and public relations in areas such as English and the humanities, natural sciences, economics, behavioral sciences, and marketing and business administration. About one-fourth to one-third of each degree program consists of courses in advertising, including advertising management, consumer research, copy writing, media planning, and social responsibility:

~~The State News, other local media, retailers, and advertisers in the Lansing area offer opportunities to obtain experience in planning and preparing advertising. Summer work in advertising and related fields often is available with media, manufacturers and advertising and public relations agencies in Detroit, Chicago, New York, Los Angeles and other cities. Opportunity for study and work in other countries is available through study abroad and the International Advertising Association. The Michigan State University Advertising Association has special activities for students, as do the Public Relations Student Society of America (PRSSA). Student teams regularly enter the American Advertising Federation national advertising campaign competition, as well as the PRSSA Bateman competition.~~

The undergraduate advertising program prepares students for careers in advertising, public relations, and a variety of related fields. Graduates find employment not only in advertising and public relations agencies, but with media companies, consumer goods companies, businesses involved in electronic commerce, internet communications, sales promotion, event planning, promotional products, direct marketing, and an assortment of other industries. Every business, every non-profit institution, and most government offices can use the skills and knowledge instilled in graduates of the program.

Advertising education entails both arts and sciences. Communication, psychology, and marketing are central to the field, and for some students visual design and writing are equally essential. But the field and its study reach far beyond that limited list, as advertising reaches, affects, and draws upon every aspect of society. Students receive a broad liberal arts background, as well as in-depth study of advertising and public relations (if they choose the PR specialization), including consumer psychology and behavior, research, strategic analysis, writing, using mass media as communication vehicles, principles of managing advertising and public relations campaigns, along with an essential emphasis in social responsibility and the ethical use of these skills.

Internships and other cooperative educational opportunities are encouraged in the program. Co-curricular activities include multiple student advertising and public relations clubs, as well as national student competitions. Study abroad programs, too, provide ways for students to gain experience that enhances and reaches outside of the classroom, further advancing their employment opportunities upon graduation.

Admission as a Junior

Enrollments in the Advertising program are limited. In addition to the university and college requirements, students must complete Advertising 205, ~~Economics 201~~ and Psychology 101 with a combined minimum grade-point average of 2.00.

To be considered for admission, upper-division students transferring from other institutions must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00. For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

Admission to a Second Bachelor's Degree Program or an Additional Major

The ability of the Advertising program to accommodate students seeking admission to a second bachelor's degree program or an additional major is limited. At a minimum, these students must meet the same requirements as for admission to the advertising major as a junior.

Requirements for the Bachelor of Arts Degree in Advertising

1. The University requirements for bachelor's degrees as described in the Undergraduate Education section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Advertising.

The University's Tier II writing requirement for the Advertising major is met by completing Advertising 486. That course is referenced in item 3. a. below.

2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major. ~~Not more than 45 Advertising credits may be earned in the major.~~

CREDITS

a. All of the following Advertising core courses: ++ 25

CAS	110	Creative Processes	2
ADV	205	Principles of Advertising	4
ADV	330	Advertising Management	3
ADV	342	Account Planning and Research	3
ADV	350	Media Planning	3
ADV	375	Consumer Behavior	3
ADV	475	Advertising and Society	3
ADV	486	Integrated Campaigns	4

The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.

b. One of the following concentrations (~~21~~ 17-18 credits):

Creative

1. All of the following courses (6 8 credits):

CAS	110	Creative Processes in Media Settings	2	
CAS	111	The Digital Image		2
CAS	112	Story, Sound and Motion	2	

2. Complete a minimum of three of the following courses:

CAS	201	Audio and Video in Media Settings I	1	1
CAS	202	Audio and Video in Media Settings II	1	
CAS	203	Design in Media Settings	1	
CAS	204	Web Design in Media Settings	1	
CAS	205	Photography in Media Settings	1	
CAS	206	Graphics and Illustration in Media Settings	1	
CAS	207	Animation in Media Settings	1	
CAS	200	Interactivity in Media Settings	1	

3. Complete ~~12~~ 9 credits from the following courses (~~12~~ 9 credits):

ADV	322	Copy Writing and Art Direction	3	
ADV	324	Introduction to Creative Media	3	
ADV	326	Advanced Creative: Media I	3	
ADV	354	Interactive Advertising Design	3	
ADV	422	Advanced Copywriting	3	
ADV	428	Advanced Creative: Media II	3	
ADV	450	Intensive Portfolio Workshop	3	
ADV	493	Advertising and Public Relations Internship		1 or 1 to 3

* a maximum of 3 internship credits may be used to fulfill this requirement

Management and Media

1. The following course (3 credits):

ADV	475	Advertising and Society	3	
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2. Complete 18 credits from the following:

ADV	275	Integrated Strategy	3	
ADV	330	Advertising Management	3	
ADV	325	Public Relations Techniques and Ethics	3**	pre req
ADV	334	International Advertising	3	
ADV	342	Account Planning	3	
ADV	350	Advertising Media Planning and Strategy	3	
ADV	352	Media Sales	3	
ADV	355	Media Research	3	
ADV	360	Advanced Sales Communication	3	
ADV	386	Campaign Competition	3	
ADV	420	New Media Driver's License	3	
ADV	425	Public Relations Strategy	3**	pre req
ADV	430	Social Marketing: Strategy and Practice	3	
ADV	436	Promotions and Scholarships	3	
ADV	456	Interactive Advertising Management	3	3
ADV	492	Special Topics in Advertising	3	
ADV	490	Independent Study	1-6*	

Or

ADV	493	Advertising and Public Relations Internship	1-6*	
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* a maximum of 3 Independent Study or Internship credits may be used to fulfill this requirement

**These courses are only available to Public Relations Specialization students

- ~~c. Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of 32 credits but not more than 45 credits of Advertising courses in the major:~~
- d.c. All of the following courses: 25 to 27 16
- | | | | | | |
|--|---|-----|------------------------------------|---|-------------------|
| | ACC | 201 | Principles of Financial Accounting | 3 | |
| | | | or | | |
| | ACC | 230 | Survey of Accounting Concepts | 3 | |
| | ADV | 225 | Writing for Public Relations | 3 | |
| | EC | 201 | Introduction to Microeconomics | 3 | |
| | <i>Or</i> | | | | |
| | EC | 202 | Introduction to Macroeconomics | 3 | |
| | MKT | 327 | Introduction to Marketing | | 3 |
| | PSY | 101 | Introductory Psychology | | 4 |
| | An additional writing course approved by the Department of Advertising, Public Relations, and Retailing | | | | 3 or 4 |
| | An additional literature course approved by the Department of Advertising, Public Relations, and Retailing | | | | 3 or 4 |
- ~~e. A minimum of 12 additional credits, in addition to the required courses in item 3. d. listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre. Only credits in courses graded on the Numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.~~
- d. *Elective credits (27-31 credits) needed to complete the 120 credits for graduation. Students may elect to take these credits from ADV courses or any other program on campus.*

necessary

16. Are there admissions requirements for this program?:

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

The current admission as a junior requirement states that students must complete Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade point average of 2.00. We are dropping Economics 201 from the list so that only 2 courses are required as admission requirements.

17. Type(s) of change(s):

Changes in admission requirements; changes in Advertising core; revisions in concentration course selections

18. Students who will be affected by the proposed changes:

Students entering the program in fall 2012.

19. Will the proposed change(s) have a negative impact on students? If so, which ones?:

Describe impact and explain what accommodations will be made:

20. Reason(s) for change(s):

To strengthen the core curriculum by increasing the number of required core courses while maintaining flexibility in the concentrations and number of electives available for students. The proposed curriculum results in better prepared students for the advertising industry.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: Department of Advertising, Public Relations and Retailing
11/19/2011 3:00:33 PM by Linda Good for Jeffrey I. Richards, Chairperson

SIGNOFFS STATUS

Signed Off: Department of Accounting and Information Systems
11/22/2011 8:27:58 AM by Jennifer Somerville for Sanjay Gupta, Chairperson

Signed Off: Department of Economics
11/22/2011 7:52:20 AM by Sue Lenhard for Carl Davidson, Chairperson

Comments: Am I correct that the change is to now give students a choice between EC 201 and EC 202 as opposed to requiring EC 201?

No Response by: Department of Marketing

Signed Off: Department of Psychology
11/21/2011 12:50:23 PM by Sarah Handspike for Juli S. Wade, Chairperson

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
12/4/2011 6:15:05 PM by Janet Lillie for Janet Lillie, Associate Dean

ADVERTISING

Insert ①

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2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major. ~~Not more than 45 Advertising credits may be earned in the major.~~

CREDITS ~~44~~ 25

- a. All of the following Advertising core courses:
- | | |
|-----------------------------------|---|
| ADV 205 Principles of Advertising | 4 |
| ADV 375 Consumer Behavior | 3 |
| ADV 486 Integrated Campaigns | 4 |

Insert (2)

The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.

- b. One of the following concentrations (24 credits): 17 or 18

Creative

1. All of the following courses (6 credits):

CAS 110 Creative Processes in Media Settings	2
CAS 111 The Digital Image	2
CAS 112 Story, Sound and Motion	2
2. Complete a minimum of three of the following courses: 4

CAS 201 Audio and Video in Media Settings I	1
CAS 202 Audio and Video in Media Settings II	1
CAS 203 Design in Media Settings	1
CAS 204 Web Design in Media Settings	1
CAS 205 Photography in Media Settings	1
CAS 206 Graphics and Illustration in Media Settings	1
CAS 207 Animation in Media Settings	1
CAS 208 Interactivity in Media Settings	1

2. 3. Complete 12 credits from the following courses (12 credits): 9

- | | |
|--|---|
| ADV 322 Copy Writing and Art Direction | 3 |
| ADV 324 Introduction to Creative Media | 3 |
| ADV 326 Advanced Creative: Media I | 3 |
| ADV 354 Interactive Advertising Design | 3 |
| ADV 422 Advanced Copywriting | 3 |
| ADV 428 Advanced Creative: Media II | 3 |
| ADV 450 Intensive Portfolio Workshop | 3 |

Insert (3)

Management and Media

1. The following course (3 credits): 1

ADV 476 Advertising and Society	3
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2. Complete 18 credits from the following:

ADV 276 Integrated Strategy	3
ADV 336 Advertising Management	3
ADV 334 International Advertising	3
ADV 342 Account Planning	3
ADV 350 Advertising Media Planning and Strategy	3
ADV 352 Media Sales	3
ADV 355 Media Research	3
ADV 360 Advanced Sales Communication	3
ADV 420 New Media Driver's License	3
ADV 430 Social Marketing: Strategy and Practice	3
ADV 436 Promotions and Scholarships	3
ADV 456 Interactive Advertising Management	3
ADV 492 Special Topics in Advertising	3

Insert (4)

Advertising electives: Additional credits in Advertising courses as

needed to meet the requirement of 32 credits but not more than 45 credits of Advertising courses in the major.

- c. d. All of the following courses: ~~25 to 27~~ 16

- | | |
|--|---|
| ACC 201 Principles of Financial Accounting | 3 |
| or | |
| ACC 230 Survey of Accounting Concepts | 3 |
| ADV 225 Writing for Public Relations | 3 |
| EC 201 Introduction to Microeconomics | 3 |
| EC 202 Introduction to Macroeconomics | 3 |
| MKT 327 Introduction to Marketing | 3 |
| PSY 101 Introductory Psychology | 4 |

OR

An additional writing course approved by the Department of Advertising, Public Relations, and Retailing 1 or 4

An additional literature course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4

- e. A minimum of 12 additional credits, in addition to the required courses in item 3. d. listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.

Only credits in courses graded on the Numerical or Pass/No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit/No Credit basis.

Insert ①

The undergraduate advertising program prepares students for careers in advertising, public relations, and a variety of related fields. Graduates find employment in advertising and public relations agencies, media companies, consumer goods companies, businesses involved in electronic commerce, internet communications, sales promotion, event planning, promotional products, direct marketing, and other industries. Every business, every non-profit institution, and most government offices can use the skills and knowledge instilled in graduates of the program.

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Internships and other cooperative educational opportunities are encouraged in the program. Students may also choose to pursue the Specialization in Public Relations and the Specialization in Sales Communication which are particularly relevant for advertising majors. Co-curricular activities include multiple student advertising and public relations clubs, as well as national student competitions. Study abroad programs provide ways for students to gain experience that enhance and reach outside of the classroom, further advancing their employment opportunities upon graduation.

Insert ②

CAS	110	Creative Processes	2
ADV	330	Advertising Management	3
ADV	342	Account Planning and Research	3
ADV	350	Media Planning	3
ADV	475	Advertising and Society	3

Insert ③

ADV	493	Advertising and Public Relations Internship	1 to 3
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A maximum of 3 credits in ADV 493 may be used to fulfill this requirement.

Insert ④

ADV	325	Public Relations Techniques and Ethics	3
-----	-----	--	---

ADV	386	Campaign Competition	3
ADV	425	Public Relations Strategy	3
ADV	492	Special Topics in Advertising	3
ADV	490	Independent Study	1 to 3
Or			
ADV	493	Advertising and Public Relations Internship	1 to 3

A maximum of 3 credits in ADV 490 or 493 may be used to fulfill this requirement.