

Advertising and Marketing Communications (BA)

This program is offered by the School of Communications/ Communications and Journalism Department, and is only available at the St. Louis home campus.

Program Description

Students in the award-winning advertising and marketing communications major gain hands-on experience as they prepare to enter one of today's fastest growing and rapidly evolving industries. Building on a strong academic base in the liberal arts, students are challenged to think strategically and creatively to solve client problems using a full spectrum of promotional tools. From traditional print and television advertising, to social media, mobile applications and emerging technologies, students learn to develop fully-integrated campaigns that will achieve a company or organization's promotional objectives.

To give each student experience in multiple career roles, the foundation curriculum encourages active participation in all phases of the marketing communications process, including research, planning, strategy development, copywriting, visual communication, art direction, budgeting, media buying and campaign analysis.

To strengthen a specific area of interest and stand out in a competitive job market, students are later advised to choose one of three major career paths: planning and strategy, copywriting or art direction. Through one-on-one discussions with advisors, students choose highly-focused specialization courses, and fine-tune their portfolios to prepare for an internship most appropriate to their goals. The advanced courses are built around opportunities for real-world experience.

Students are encouraged to boost their skill set and marketability with a variety of minors and certificate programs. They are also encouraged to become active in the on-campus Marketing Communications Club (MCC) and its activities with local professional organizations for networking opportunities.

Note for transfer students: All students transferring into this major should strongly consider the benefits of a fifth semester because not all courses are offered every semester and a fifth semester would allow for a better internship experience.

Learning Outcomes

Successful graduates of this program will be able to:

- Analyze an organization's situation from a marketing communications perspective.
- Develop strategic, multiplatform marketing communication programs.
- Produce strategic multiplatform advertising and marketing communications deliverables in a chosen area of specialization.
- Utilize essential industry terminology, theories and principles to present and support their work.

Portfolio Review Course Requirements

To be eligible for portfolio review, students are required to choose a specific area of specialization (planning and strategy, copywriting or art direction) and complete a minimum of the following courses:

Planning and Strategy

- ADVT 1940 Introduction to Marketing Communications (3 hours)
- ADVT 2550 Creative Strategies for Advertising (3 hours)

- MNGT 3500 Marketing (3 hours)
- MNGT 3510 Advertising (3 hours)

Copywriting

- ADVT 1940 Introduction to Marketing Communications (3 hours)
- ADVT 2350 Introduction to Visual Communications for Advertising and PR (3 hours)
- ADVT 2550 Creative Strategies for Advertising (3 hours)
- ADVT 2910 Writing for Advertising (3 hours)

Art Direction

- ADVT 1940 Introduction to Marketing Communications (3 hours)
- ADVT 2550 Creative Strategies for Advertising (3 hours)
- ADVT 2350 Introduction to Visual Communications for Advertising and PR (3 hours)
- ADVT 3500 Visual Communication for Advertising and Public Relations (3 hours)

Degree Requirements

A minimum of 128 credit hours consisting of the following:

- 54 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses

- MEDC 1010 Introduction to Mass Communications (3 hours)
- MEDC 1050 Introduction to Media Writing (3 hours)
- ADVT 1940 Introduction to Marketing Communication (3 hours)
- PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3 hours)
- ADVT 2350 Introduction to Visual Communication for Advertising and Public Relations (3 hours)
- MEDC 2200 Ethics in the Media (3 hours)
- ADVT 2550 Creative Strategies for Advertising (3 hours)
- ADVT 2910 Writing for Advertising (3 hours)
- ADVT 3500 Visual Communication for Advertising and Public Relations (3 hours)
- MNGT 3500 Marketing (3 hours)
- MNGT 3510 Advertising (3 hours)
- ADVT 4040 Advertising Production (Print, Television, Radio, or Internet) (3 hours)
- MEDC 4100 The Law and the Media (3 hours)
- ADVT 4190 Advertising Research (3 hours)
- ADVT 4910 Advertising Campaign Production (3-6 hours)
- MEDC 4950 Internship* (3 hours)
or ADVT 4620 Senior Overview (3 hours)

*Capstone Course

In addition, a minimum of 6 credit hours are to be chosen from the following:

- ADVT 3150 Topics: Advertising (1-3 hours)
- ADVT 3910 International Advertising (3 hours)
- ADVT 4200 Media Planning, Buying and Selling (3 hours)
- ADVT 4700 Professional Development in Advertising and Marketing Communications (3 hours)
- ART 3050 Topics in Studio Art (1-3 hours)
- COAP 3010 Advanced Applications Topics: Advanced Desktop Publishing (3 hours)
- PHOT 3190 Digital Photographic Imaging (3 hours)
- PBRL 2920 Writing for Public Relations (3 hours)

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- PBRL 4050 Special Events (3 hours)
- PBRL 4250 Media Relations (3 hours)
- PBRL 4920 Public Relations Campaign (3 hours)