

Advertising and Marketing Communications (B.A.)

Program Description

Students majoring in Advertising and Marketing Communications gain a strong academic base and an understanding of the marketing communications tools available to promote a business or an organization's goods and services. These include: newspaper, magazine, collateral, radio, television, Web-based, place-based and direct advertising; public relations and publicity; and trade and consumer promotions shows. Students learn the different phases of the marketing communications process through hands-on experience in research, planning, strategy development, copywriting, visual communication, budgeting, media buying, campaign analysis and the production of both stand-alone pieces and fully-integrated marketing communications campaigns to be used in student portfolios.

Important note for transfer students: Entry into this major as a junior or senior is limited. To improve admission prospects and ensure proper course sequence, junior and senior transfer students should apply for admission to the spring or summer semesters. All transfer students should plan on a minimum of five full semesters at Webster University to complete their degree in this major.

Locations

To learn where the B.A. in advertising and marketing communications is offered, please visit our Web site at www.webster.edu/ugcatalog/comm_journ.html

Student Learning Outcomes

Advertising and Marketing Communications program graduates will have:

- Knowledge of the role of marketing communications in achieving organizational objectives. This includes awareness of American and international business practices, and familiarity with the functions of business departments relating to the marketing communications function;
- An understanding of the role of marketing communications tools, including advertising, public relations, sales promotion, personal selling and direct communications, as well as an understanding of their interrelationships;
- The ability to plan a complete marketing communication program including situation analysis, research, objective-setting, target audience definition, creative development, media planning, budgeting and program outcome evaluation;
- The ability to craft creative, persuasive messages for specific target audiences, product/service categories and media formats;
- An understanding of both traditional and non-traditional media and their uses;
- An understanding of how to seek employment in specialized areas of the marketing communications industry;
- Production skills in those areas important to functioning successfully as an entry-level professional;
- The necessary interpersonal, organizational and presentation communication skills to enhance client service at any level; and
- A polished professional portfolio of advertising and marketing communications materials with which to conduct a job search.

Portfolio Review Course Requirements

EPMD 1000 Introduction to Media Production
MEDC 1010 Introduction to Mass Communications
ADVT 1940 Introduction to Marketing Communications
ADVT 2550 Creative Strategies for Advertising
MNGT 3510 Advertising

Degree Requirements

60 required credit hours
36 general education credit hours
32 elective credit hours

Required Courses

EPMD 1000 Introduction to Media Production	3 hours
MEDC 1010 Introduction to Mass Communications	3 hours
MEDC 1050 Introduction to Media Writing	3 hours
ADVT 1940 Introduction to Marketing Communications	3 hours
PBRL 2100 Fundamentals of Strategic Communications and Public Relations	3 hours
INTM 2350 Production Tools for Advertising and PR	3 hours
MEDC 2200 Ethics in the Media	3 hours
ADVT 2550 Creative Strategies for Advertising	3 hours
MEDC 2800 Cultural Diversity in the Media	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 Professional Media Practicum or ADVT 4620 Senior Overview	3 hours
*Capstone Course	

In addition, a minimum of 6 credit hours from the following:

PBRL 2920 Writing for Public Relations	3 hours
COAP 3010 Advanced Applications Topics: Advanced Desktop Publishing	3 hours
ADVT 3150 Topics: Advertising	1-3 hours
PHOT 3190 Digital Photographic Imaging	3 hours
PBRL 3200 Specialized Publications	3 hours
ART 3850 Topics in Studio Art: Photoshop or	1-3 hours
PHOT 3190 Digital Photographic Imaging	3 hours
ADVT 3910 International Advertising	3 hours
PBRL 4050 Special Events	3 hours
ADVT 4200 Media Planning, Buying, and Selling	3 hours
MNGT 4510 Advanced Advertising	3 hours
MEDC 4550 Interactive Media	3 hours

Advertising and Marketing Communications (B.A.)

ADVT 4700 Professional Development in Advertising/Marketing Communications	3 hours
PBRL 4800 Media Relations	3 hours
PBRL 4920 Public Relations Campaign	3 hours

Course Descriptions

ADVT 1940 Introduction to Marketing Communications (3)

Students learn the major communications tools available to promote a product or service to target customers. In the course students learn marketing communications definitions, concepts, and theories of promotional communications and the tools utilized—both traditional approaches and emerging technologies.

ADVT 2550 Creative Strategies for Advertising (3)

In this course, students learn the creative process by which advertising is conceived and structured, based on communications goals and objectives. Students learn techniques for creating the "Big Idea." In the course students develop step-by-step strategies and refine creative thinking skills. Assignments and discussions aid in the development of advertising creative concepts for use in a portfolio and for class presentation. Prerequisites: MNGT 3510 or ADVT 1940, and MEDC 1050.

ADVT 2910 Writing for Advertising (3)

Students learn the application of writing skills to the field of advertising. The course emphasizes adapting writing style and format to specific target audiences and a variety of advertising situations. Students produce their own advertising copy for inclusion in their portfolios. Students receive the instructor's critique of all their writing and have a chance to critique fellow students' work. Prerequisites: MNGT 3510 and ADVT 2550.

ADVT 3150 Topics (1-3)

Topics courses are offered periodically to feature topics in advertising not covered by regularly offered courses. May be repeated for credit if content differs. Prerequisites vary with topic.

ADVT 3500 Visual Communication for Advertising and Public Relations (3)

This course presents concepts and techniques of modern design for a variety of media commonly used by advertising and public relations professionals, including posters, brochures, public relations kits, print and television advertising, sales promotions, and Web site/Internet. Students learn the basic elements of design and their best uses. Emphasis is placed on problem/solution exercises and assignments that challenge students to utilize those elements of promotional design to solve communication problems in workplace settings. Project critiques are conducted regularly, and aesthetic and psychological aspects of work are analyzed.

ADVT 3910 International Advertising (3)

Students learn about the issues involved in developing multinational advertising plans/campaigns. Students learn to apply all the major components and steps in the process of advertising planning—client/agency structure, audience identification and segmentation, objective setting, media strategy, creative strategy, research, budgeting—from an international perspective. The course challenges students to address each of these steps within the political, economic, religious, social, and cultural environment of another country and/or region. This is an international studies certificate course. Prerequisite: MNGT 3510.

ADVT 4040 Advertising Production (3)

Students learn the process, strategies, and techniques involved in advertising production. Four different courses are offered under this course title. Each course focuses on the design and production of advertisements intended for one specific medium: print, television, radio, or Internet. Prerequisites vary with the topic. May be repeated for credit if content differs.

ADVT 4190 Advertising Research (3)

This course introduces the fundamentals of advertising research. Students learn basic ad research theory and put it into practice by undertaking an actual research project. They learn the roles and subject matter of ad research including secondary sources and syndicated services. They also learn to conduct both qualitative and quantitative primary research, including planning, designing, sampling, data processing, analyzing, and reporting for an actual ad case study. Prerequisite: MNGT 3510.

ADVT 4200 Media Planning, Buying, and Selling (3)

In this course students learn the role of media planning and buying to help fulfill marketing objectives. Students learn the components of a professional media plan for target reach; how media buying techniques differ by target audience; and how the media sales process works. The course emphasizes the media's role in the advertising process and the media's influence on current techniques used by advertising agency media departments representing consumer and business clients with national, regional, and local needs. Students prepare a professional media plan utilizing the principles and practices mastered throughout the coursework. Prerequisite: MNGT 3510.

ADVT 4610 Readings in Advertising (3)

Prerequisites: media major, junior standing, permission of the instructor, and filing of official form. May be repeated for credit with instructor's permission if content differs.

ADVT 4620 Senior Overview (3-6)

Seniors demonstrate their proficiency in advertising/marketing communications in this course. Students assume responsibility for the production of a project under the direction of a faculty member. Projects may include a plan, campaign, or a thesis. Prerequisites: senior standing, acceptance into the major through portfolio review, and permission of instructor.

ADVT 4700 Professional Development in Advertising/Marketing Communications (3)

Students prepare for careers in the field of advertising/marketing communications by developing their personal portfolios, attending professional organizations' meetings, fine-tuning interviewing skills, and preparing their resumé. Prerequisites: advertising/marketing communications major and senior standing.

ADVT 4910 Advertising Campaign Production (3-6)

This course serves as the culmination of the advertising curriculum. Advertising theories, principles, and techniques presented in the classroom are tested and refined in a "real-world" environment. Students serve as members of an advertising team, assuming the following roles: advertising agency account executive, media planner, copywriter, art director, producer, or videographer. The team undertakes an actual product/service case history assignment: analyzing the communications problem, developing a strategy, and creating and producing an integrated marketing communications campaign. Students must apply for admission to the class and the role of their choice. Prerequisite: permission of the instructor. Students should see their instructor before

Advertising and Marketing Communications (B.A.)

registering to determine the number of credit hours and what procedure to follow in registering for this course. May be repeated once for credit (up to a total of 6 hours).

ART 3850 Topics in Studio Art (3)

Intensive studies in specialized studio topics, which may include sections dealing with any of the department's studio areas. It may also include sections that extend studio options including: glass blowing, felt making, mural painting, and collaborative production. May be repeated for credit.

COAP 2020 Desktop Publishing (3)

Designed to develop proficiency in page layout and design by utilizing the latest desktop publishing software, including related word processing and graphics tools. Emphasizes successful completion of a publication by the student. Prerequisite: COAP 1020.

COAP 3010 Advanced Applications Topics (3)

Covers a variety of computer applications topics appropriate for students with considerable computer experience. May be repeated for credit if content differs. Prerequisites vary by topic.

EPMD 1000 Introduction to Media Production (3)

Students learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media. Students apply these fundamentals by participating in hands-on group projects.

MEDC 1010 Introduction to Mass Communications (3)

Students learn the history, development, and impact of the mass media, including print, photography, film, radio, and television and digital media. The course focuses on communication theories and research, media systems, structure and ethics, the relationship between the media and society, and future directions in media communications.

MEDC 1050 Introduction to Media Writing (3)

Students learn the basics of media writing formats, the style, structure, and techniques involved in print journalism, scriptwriting, advertising, public relations writing, critical writing, and writing for the computer screen.

MEDC 2200 Ethics in the Media (3)

Students learn the ethical considerations applied to journalism, broadcast journalism, photography, audio, film, video, interactive digital media, the internet, public relations, and advertising. Students learn to analyze the ethical dilemmas facing media professionals. Prerequisite: MEDC 1010.

MEDC 2800 Cultural Diversity in the Media (3)

Students learn how the media portrays images, messages, and impact regarding race, gender, class, and sexual orientation, and how groups that are marginalized in the media affect the economics and history of the industry. Students investigate the multiple ways that they have learned about cultural diversity through personal reflection, formal education, and the media.

MEDC 4100 The Law and the Media (3)

Students learn the specifics of First Amendment freedoms and the laws that restrict or regulate the flow of information in American society, libel and privacy torts, information access problems, shield laws, broadcast regulation, copyright laws, and constraints on political communication and advertising. Junior or senior standing is advised.

MEDC 4550 Interactive Media (3)

Students learn the artistic, educational, and commercial possibilities of the interactive videodisc, as well as the technical aspects of videodisc systems and videodisc production. Students take part in scripting, design, programming, production, and postproduction of a videodisc class project. Prerequisite: FILM 2320, AUDI 1200, AUDI 2000, or VIDE 2520.

MEDC 4950 Professional Media Practicum (3-8)

Provides an internship placement that offers supervised professional experience in audio production, broadcast and print journalism, photography, public relations and advertising/marketing communications, interactive media, animation, video and film. In addition to field placement, students attend regular seminars and write observations and analysis of their internship experience. Prerequisites: Students generally do internships during the senior year after initial portfolio review and must have permission of advisor and instructor. (Students may earn no more than a total of 8 credit hours for internships during their program at the University.) This course teaches the use of spreadsheets and databases to use data effectively for better decision making. Prerequisite: junior standing.

MNGT 3500 Marketing (3)

Studies the marketing process as it relates to management, channels of distribution, trends in selling, consumer behavior, promotion and pricing policies, research, communications, and government regulation.

MNGT 3510 Advertising (3)

Studies advertising in terms of its relation to the economy, marketing management, and behavioral sciences. Includes the use, organization, planning, and preparation of advertising and its economic and social effects. Prerequisite: MNGT 3500.

MNGT 4510 Advanced Advertising (3)

Concentrates on the relationships that exist between advertising and the mass media, managerial decision making in media planning and buying, and the development of strategy in the use of advertising. Case studies included. Prerequisite: MNGT 3510.

PBRL 2100 Fundamentals of Strategic Communications and Public Relations (3)

Focuses on strategic and tactical communications skills necessary for the practice of corporate communications and public relations in business, organizational, and non-profit settings. Topics covered include the history and theory of public relations, strategic communications processes, stakeholder analysis and issues management, and communications tactics such as media relations, publications, community relations, consumer relations, employee communications, and online Internet communications.

PBRL 2920 Writing for Public Relations (3)

Students learn the writing skills of public relations by adapting writing style and format to specific stakeholders and to a variety of public relations situations. Students examine professional copy and produce their own writing for inclusion in their portfolios. Each student receives instructor's critique of his or her writing and has a chance to critique fellow students' work. Prerequisites: MEDC 1050, JOUR 1030, and PBRL 2100.

Advertising and Marketing Communications (B.A.)

PBRL 3200 Specialized Publications (3)

Students learn the strategic planning and production techniques involved in writing and producing public relations publications, including print and electronic newsletters and internal information pieces. The course emphasis is on needs analysis and the development of a publications plan, including communications objectives and strategies, production skills, and evaluation mechanisms. Prerequisites: PBRL 2920 and COAP 2020.

PBRL 4050 Special Events (3)

Students learn the theory and organizational strategies of special events as a function of public relations. Topics include client consulting, objective setting, budgeting, sponsorships, vendor negotiations, and follow-up procedures. Students apply these concepts by developing an actual event. Prerequisite: PBRL 2100.

PBRL 4800 Media Relations (3)

Students learn effective verbal and nonverbal communication techniques and apply these concepts to a series of "real-world" simulations in which they learn to attract, work with, and be interviewed by radio, television, and newspaper reporters. Prerequisite: PBRL 2100 or permission of the instructor.

PBRL 4920 Public Relations Campaigns (3)

The culmination of the public relations curriculum, students in this course operate as a public relations agency, serving the needs of an actual client. The course offers students the opportunity to apply learned theories to developing a complete public relations campaign. Emphasis is placed upon concept, strategy, tactics, and presentation skills. Prerequisite: PBRL 2100.

PHOT 3190 Digital Photographic Imaging (3)

Students learn the theoretical and practical aspects of photographic digital imaging. Students develop a theoretical understanding of this technology and learn to apply these principles using Adobe Photoshop. Students learn to control, modify, and manipulate digital photographic images for both corrective and creative purposes. Prerequisite: PHOT 2000 (section for photography majors) or COAP 2020 (section for nonmajors).