

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 advertising and marketing communications tools. From traditional print and broadcast 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, social media, mobile marketing and campaign analysis.

To strengthen a specific area of interest and stand out in a competitive job market, students are encouraged to choose one of three areas of study: 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 AdLoks, the on-campus advertising club and its activities with local professional organizations for networking opportunities.

Learning Outcomes

Successful graduates of this program will be able to:

- Analyze an organization's strategic communication opportunities across traditional and digital marketing communication channels.
- Create multiplatform marketing communication programs to address defined objectives.
- Think strategically in weighing communication options and providing objective based recommendations in a chosen area of specialization.
- Communicate industry terminology, theories, data, best practices and principles to present and support their work.
- Demonstrate interpersonal and organizational skills to work effectively in a team environment in execution and measurement of strategic communication plans.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 54-57 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

Required Courses

- MDST 1010 Media Foundations (3 hours)
- MDST 1050 Media Writing (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
- PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3 hours)
- ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3 hours)
- ADVT 2550 Creative Strategies for Advertising (3 hours)
- ADVT 2910 Writing for Advertising (3 hours)
- ADVT 3600 Social Media Content and Development (3 hours)
- ADVT 4040 Advertising Production (Print, Television, Radio, or Internet) (3 hours)
- MDST 3300 Media Law, Ethics & Policy (3 hours)
- ADVT 4190 Advertising Research (3 hours)
- ADVT 4200 Media Planning, Buying and Selling (3 hours)
- ADVT 4910 Advertising Campaign Production (3-6 hours)
- MDST 4950 Internship* (3 hours)
or ADVT 4620 Senior Overview* (3 hours)
or MDST 4620 Media Practicum/Thesis (3-4 hours)

*Capstone Course

In addition, a minimum of 12 credit hours are to be chosen from the following:

- ADVT 3150 Topics: Advertising (1-3 hours)
- ADVT 3200 Sports Marketing Communications (3 hours)
- ADVT 3500 Visual Communication for Advertising and Public Relations (3 hours)
- ADVT 4700 Professional Development in Advertising and Marketing Communications (3 hours)
- ART 3050 Topics in Studio Art (3 hours)
- COAP 3010 Advanced Applications Topics: Advanced Desktop Publishing (3 hours)
- FTVP 1000 Introduction to Film, Television and Video Production (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)
- INTM 1600 Introduction to Interactive Digital Media (3 hours)
- INTM 3100 Introduction to Web Development (3 hours)
- INTM 3850 Interactive Marketing Communications (3 hours)
- MNGT 3150 Consumer Behavior (3 hours)
- MNGT 3510 Management of Integrated Marketing Communications (3 hours)
- PHOT 3190 Digital Photographic Imaging (3 hours)
- PBRL 2920 Writing for Public Relations (3 hours)
- PBRL 4050 Special Events (3 hours)
- PBRL 4250 Media Relations (3 hours)
- PBRL 4920 Public Relations Campaign (3 hours)
- SCPT 2900 Scriptwriting (3 hours)

Portfolio Review Course Requirements

To be eligible for portfolio review, students are required to choose a specific Area of Study (planning and strategy, copywriting, or art direction) and complete ADVT 1940 Introduction to Marketing Communications, ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations, ADVT 2550 Creative Strategies for Advertising, ADVT 2910 Writing for Advertising and a minimum of 6 hours of recommended coursework within their selected Area of Study from the list below:

Planning and Strategy

- ADVT 3700 Digital Marketing Analytics (3 hours)
- MNGT 3150 Consumer Behavior (3 hours)

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- Two additional ADVT electives approved by the students' advisor (6 hours)

Copywriting

- PBRL 2920 Writing for Public Relations (3 hours)
- SCPT 2900 Scriptwriting (3 hours)
- Two additional ADVT electives approved by the students' advisor (6 hours)

Art Direction

- ADVT 3500 Visual Communication for Advertising and Public Relations (3 hours)
- INTM 2200 Visual Design for Interactive Media (3 hours)
- Two additional ADVT electives approved by the students' advisor (6 hours)