

B.S.C. ADVERTISING

Overview

Students majoring in Advertising choose between two distinct paths: Advertising Management or Creative Advertising. Students who choose the Advertising Management track will learn about the business side of Advertising, which focuses on consumer behavior, research, media planning, account planning, and account management. Graduates of this track will be prepared for jobs in areas such as account planning, account management, consumer research, media planning, and advertising entrepreneurship. Students who choose the Creative Advertising track will take courses in graphic design, copywriting, and art direction and will graduate with a marketable portfolio of creative work. Graduates of this track will be prepared for jobs as copywriters, graphic designers, or art directors.

Our Advertising program has ties to the American Advertising Federation (AAF), maintains a student chapter of AAF, and also participates in the National Student Advertising Competition each year.

The Advertising Creative track can fulfill either the Arts & Humanities or the People & Society area of knowledge requirement. The Advertising Management track fulfills the People & Society area of knowledge requirement.

Curriculum Requirements for Advertising - Creative Track

Code	Title	Credit Hours
Core Courses		
STC 114	Principles of Advertising	3
STC 200	Advertising Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
Advanced Writing and Communication Skills Requirement		
Writing Skills Course:		
JMM 108	Writing for the Digital Age	3
Presentation Skills Course:		
COS 211	Public Speaking	3
Digital Skills Course:		
STC 102	Graphic Design for Strategic Communication	3
STC Courses		
STC 202	Advanced Graphic Design for Advertising	3
STC 231	Creative Advertising Concepts and Copywriting	3
STC 331	Advanced Copywriting	3
or STC 390	Art Direction	
or STC 303	Typography and Brand Design	
STC 384	Advertising Creative Strategy and Execution	3
STC 434	Advertising Campaigns	3
STC 496	Advertising Portfolio Development	3
Select two additional Advertising Electives ¹		6
STC 103	Statistical Reasoning for Strategic Communication	
STC 302	Advanced Graphic Design and Photography	
STC 303	Typography and Brand Design	
STC 304	Project Management for Advertising	
STC 331	Advanced Copywriting	
STC 334	Social Media Messaging and Strategies	
STC 340	Digital and Mobile Advertising	
STC 350	International and Cross-cultural Advertising	
STC 380	Advertising Internship	
STC 389	Media Buying and Advertising Sales	
STC 390	Art Direction	
STC 401	Seminar in Advertising and Society	
STC 412	Public Opinion and Mass Communication	
STC 444	Social Media Analytics	

STC 482	International Public Relations	
STC 483	Integrated Marketing Communication	
STC 490	Special Topics in Advertising	
STC 491	The Business of Account Management	
CIM 413	Mobile Application Development	
Marketing Requirement		
MKT 301	Marketing Foundations	3
Additional Requirements		
WRS 105	First-Year Writing I	3
WRS 106	First-Year Writing II	3
or ENG 106	Writing About Literature and Culture	
STC 103 (Double Counts for Major and Math Requirement)		
People and Society Cognate		9
STEM Cognate		9
Minor or Second Major and Electives		51
Total Credit Hours		120

Curriculum Requirements for Advertising - Management Track

Code	Title	Credit Hours
Core Courses		
STC 114	Principles of Advertising	3
STC 200	Advertising Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
Advanced Writing and Communication Skills Requirement		
Writing Skills Course:		
JMM 108	Writing for the Digital Age	3
Presentation Skills Course:		
COS 211	Public Speaking	3
Digital Skills Course:		
STC 102	Graphic Design for Strategic Communication	3
STC Courses		
STC 233	Writing for Advertising Account Management	3
STC 312	Research Methods for Advertising	3
STC 388	Media Planning	3
STC 434	Advertising Campaigns	3
Select 6 credits in STC courses with a Strategy & Research, Management or Media Focus:		6
STC 304	Project Management for Advertising	
STC 389	Media Buying and Advertising Sales	
STC 414	Advanced Research Methods for Advertising	
STC 415	Advanced Business and Advertising Strategy Development	
STC 444	Social Media Analytics	
STC 491	The Business of Account Management	
STC 495	Advertising Management	
Select two additional Advertising Electives ¹		6
STC 103	Statistical Reasoning for Strategic Communication	
STC 202	Advanced Graphic Design for Advertising	
STC 302	Advanced Graphic Design and Photography	
STC 304	Project Management for Advertising	
STC 331	Advanced Copywriting	
STC 334	Social Media Messaging and Strategies	
STC 340	Digital and Mobile Advertising	
STC 350	International and Cross-cultural Advertising	

STC 380	Advertising Internship	
STC 389	Media Buying and Advertising Sales	
STC 390	Art Direction	
STC 401	Seminar in Advertising and Society	
STC 412	Public Opinion and Mass Communication	
STC 482	International Public Relations	
STC 483	Integrated Marketing Communication	
STC 490	Special Topics in Advertising	
STC 491	The Business of Account Management	
STC 498	AAF National Student Advertising Campaign Competition	
STC 404	Advertising Entrepreneurship	
COM 302	Structured Research and Practice at SoC Consultancy (Orange Umbrella)	
COS 343	Introduction to Intercultural Communication	
COS 545	Intercultural Communication: International Perspectives	
JMM 303	Communication Law and Policy	
JMM 403	Media Industry Trends	
Marketing Requirement		
MKT 301	Marketing Foundations	3
Marketing Elective		
MKT 310	Consumer Behavior and Marketing Strategy	3
Additional Requirements		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
STC 103 (Double Counts for Major and Math Requirement)		
Arts and Humanities Cognate		9
STEM Cognate		9
Minor or Second Major and Electives		51
Total Credit Hours		123

¹ Students must complete at least one course with an international or intercultural focus. Courses that meet this requirement include: STC 350, STC 482, COS 343, COS 545, and MKT 360. Other courses may be used to fulfill this requirement with the approval of an Advertising faculty advisor. Studying abroad also fulfills this requirement.

* Electives outside the Advertising major (but within the School of Communication) must be approved by the Chair of Strategic Communication.

* School of Communication students are required to complete a minimum of a minor (inside or outside of the school) in addition to their Communication major to graduate. For an optional 2nd major, please see your advisor.

* School of Communication students must complete 6 credits of Written Communication Skills unless exempt based on SAT/ACT score or AP/IB exam, 3-6 credits of Mathematics, <http://www.miami.edu/cognates/> and the Advanced Writing and Communication Skills Proficiency requirement.

Upper Level Elective Requirement

36 credits at the 300 level or higher are required for graduation. These credits may be earned from your major, minor and/or second major, and electives.

Suggested Plan of Study for Advertising - Creative Track

Freshman Year		Credit Hours
Fall		
STC 114	Principles of Advertising	3
STC 103 or MTH 113	Statistical Reasoning for Strategic Communication (Course also satisfies School's Math requirement) or Finite Mathematics	3
JMM 108	Writing for the Digital Age	3
WRS 105	First-Year Writing I	3

People and Society Cognate		3
	Credit Hours	15
Spring		
STC 102	Graphic Design for Strategic Communication	3
STC 200	Advertising Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
STEM Cognate		3
	Credit Hours	15
Sophomore Year		
Fall		
STC 202	Advanced Graphic Design for Advertising	3
STC 231	Creative Advertising Concepts and Copywriting	3
People and Society Cognate		3
STEM Cognate		3
Minor or Second Major Course		3
	Credit Hours	15
Spring		
COS 211	Public Speaking	3
MKT 301	Marketing Foundations	3
Select 3 credits in STC/COM Electives with an International or Intercultural Focus:		3
STC 350	International and Cross-cultural Advertising	
STC 482	International Public Relations	
COS 343	Introduction to Intercultural Communication	
COS 545	Intercultural Communication: International Perspectives	
People and Society Cognate		
STEM Cognate		3
Minor or Second Major Course		3
	Credit Hours	15
Junior Year		
Fall		
STC 384	Advertising Creative Strategy and Execution	3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
Spring		
STC 390, 331, or 303	Art Direction or Advanced Copywriting or Typography and Brand Design	3
Select one of the following:		3
STC 103	Statistical Reasoning for Strategic Communication	
STC 334	Social Media Messaging and Strategies	
STC 340	Digital and Mobile Advertising	
STC 380	Advertising Internship	
STC 389	Media Buying and Advertising Sales	
STC 401	Seminar in Advertising and Society	
STC 412	Public Opinion and Mass Communication	
STC 483	Integrated Marketing Communication	
STC 490	Special Topics in Advertising	

STC 491	The Business of Account Management	
CIM 413	Mobile Application Development	
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
Senior Year		
Fall		
STC 434	Advertising Campaigns	3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
Spring		
STC 496	Advertising Portfolio Development	3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
	Total Credit Hours	120

Suggested Plan of Study for Advertising - Management Track

Freshman Year		
Fall		Credit Hours
STC 103	Statistical Reasoning for Strategic Communication	3
STC 114	Principles of Advertising	3
JMM 108	Writing for the Digital Age	3
WRS 105	First-Year Writing I	3
STEM Cognate		3
	Credit Hours	15
Spring		
STC 102	Graphic Design for Strategic Communication	3
STC 200	Advertising Strategy Development	3
COM 250	Freedom of Expression and Communication Ethics	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
STEM Cognate		3
	Credit Hours	15
Sophomore Year		
Fall		
STC 233	Writing for Advertising Account Management	3
COS 211	Public Speaking	3
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
Spring		
STC 312	Research Methods for Advertising	3
STC 388	Media Planning	3
Select 3 credits in STC/COS Electives with an International/Intercultural Focus:		3

STC 350	International and Cross-cultural Advertising	
STC 482	International Public Relations	
COS 343	Introduction to Intercultural Communication	
COS 545	Intercultural Communication: International Perspectives	
Arts and Humanities Cognate		3
Minor or Second Major Course or Elective		3
Credit Hours		15
Junior Year		
Fall		
MKT 301	Marketing Foundations	3
Arts and Humanities Cognate		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Credit Hours		15
Spring		
Select 3 credits in STC courses with a Strategy & Research, Management or Media focus:		3
STC 389	Media Buying and Advertising Sales	
STC 414	Advanced Research Methods for Advertising	
STC 415	Advanced Business and Advertising Strategy Development	
STC 444	Social Media Analytics (Minor or Second Major Course or Elective)	
STC 491	The Business of Account Management	
STC 495	Advertising Management	
Select 3 credits in one of the following electives:		3
STC 103	Statistical Reasoning for Strategic Communication	
STC 202	Advanced Graphic Design for Advertising	
STC 304	Project Management for Advertising	
STC 334	Social Media Messaging and Strategies	
STC 340	Digital and Mobile Advertising	
STC 380	Advertising Internship	
STC 401	Seminar in Advertising and Society	
STC 404	Advertising Entrepreneurship	
STC 412	Public Opinion and Mass Communication	
STC 483	Integrated Marketing Communication	
STC 490	Special Topics in Advertising	
STC 498	AAF National Student Advertising Campaign Competition	
COM 302	Structured Research and Practice at SoC Consultancy (Orange Umbrella)	
JMM 303	Communication Law and Policy	
JMM 403	Media Industry Trends	
MKT 310	Consumer Behavior and Marketing Strategy	
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Credit Hours		15
Senior Year		
Fall		
Select 3 credits in STC courses with a Strategy & Research, Management or Media Focus		3
STC 389	Media Buying and Advertising Sales	
STC 414	Advanced Research Methods for Advertising	
STC 415	Advanced Business and Advertising Strategy Development	
STC 444	Social Media Analytics	
STC 491	The Business of Account Management	

STC 495	Advertising Management	
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
Spring		
STC 434	Advertising Campaigns	3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
Minor or Second Major Course or Elective		3
	Credit Hours	15
	Total Credit Hours	120

Mission

The mission of the advertising program is to introduce students to advertising theory, research, and client services to prepare them for an advertising career. The program prepares students to be critical thinkers, problem-solvers, and globally aware professionals. In addition, in preparation for the ever-evolving advertising industry, students can elect to study general advertising or concentrate their efforts by specializing in advertising management or creative advertising.

Goals

The advertising program aims to prepare students to be critical thinkers, problem-solvers, and globally aware professionals in an ever-changing and ever-evolving industry.

Student Learning Outcomes

- Students will be able to conduct primary and secondary research, analyze data, interpret the results, and communicate the results using statistical analysis and software for data analysis.
- Students will develop a budget and media plan to meet reach and frequency goals for a given client, meaning that they can identify the appropriate target audience(s) and reach them effectively with strategically selected media within a limited budget.
- Students will be able to create advertisements for a variety of media, applying appropriate design, art direction, and copy writing skills. Students will also be able to develop an effective creative strategy and campaign executions across multiple media to meet client objectives for campaign development.