

# 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) and maintains a student chapter of AAF.

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
<b>Core Courses</b>		
STC 114	Principles of Advertising	3
STC 200	Advertising Strategy Development	3
COM 250 or COM 102	Freedom of Expression and Communication Ethics Introduction to Communications Literacy	3
<b>Advanced Writing and Communication Skills Requirement</b>		
Writing Skills Course:		
STC 130	Writing for Strategic Communication	3
Presentation Skills Course:		
COS 211 or COS 333	Public Speaking Business Communication	3
Digital Skills Course:		
STC 102	Graphic Design for Strategic Communication	3
<b>Track Requirement</b>		
STC 202	Advanced Graphic Design for Advertising	3
STC 231	Creative Advertising Concepts and Copywriting	3
STC 291	Intro to Art Direction and Creative Problem Solving	3
STC 331 or STC 390 or STC 303	Advanced Copywriting Advanced Art Direction Typography and Brand Design	3
STC 384	Advertising Creative Strategy and Execution	3
STC 434	Advertising Campaigns	3
STC 496	Advertising Portfolio Development	3
<b>Other Required Courses</b>		
Select two electives of the following: <sup>1</sup>		6
STC 234	Social Media Messaging and Strategies	
STC 290	Special Topics in Strategic Communication	
STC 302	Advanced Graphic Design and Photography	
STC 303	Typography and Brand Design	
STC 304	Project Management for Strategic Communication	
STC 306	Consumer Insights In US Hispanic Markets	
STC 312	Research Methods for Advertising	
STC 316	Ethics in Strategic Communication	
STC 331	Advanced Copywriting	
STC 340	Digital and Mobile Advertising	
STC 350	International Advertising	

STC 360	Multicultural and Inclusive Advertising	
STC 380	Advertising Internship	
STC 388	Media Planning	
STC 389	Media Buying and Advertising Sales	
STC 390	Advanced Art Direction	
STC 404	Advertising Entrepreneurship	
STC 414	Advanced Research Methods for Advertising	
STC 415	Advanced Business and Advertising Strategy Development	
STC 444	AI-Enhanced Social Media Analytics	
STC 482	International Public Relations	
STC 490	Special Topics in Advertising	
STC 491	The Business of Account Management	
STC 492	Advanced Advertising Creative Development	
STC 494	Special Topics in Strategic Communication	
STC 495	Advertising Management	
STC 498	AAF National Student Advertising Campaign Competition	
STC 499	Projects and Directed Research	
CIM 413	Mobile Application Development	
COM 102	Introduction to Communications Literacy	
COM 302	Orange Umbrella - Student Agency	
<b>General Education Requirements</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3
WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
Quantitative Skills:		
STC 103	Statistical Reasoning for Strategic Communication (fulfilled through the major)	
Areas of Knowledge:		
Arts & Humanities Cognate (9 credits) (fulfilled through the major)		
People & Society Cognate		9
STEM Cognate		9
<b>Additional Requirements</b>		
Minor, Second Major and Electives		51
<b>Total Credit Hours</b>		<b>120</b>

## Curriculum Requirements for Advertising Management Track

Code	Title	Credit Hours
<b>Core Courses</b>		
STC 114	Principles of Advertising	3
STC 200	Advertising Strategy Development	3
COM 250 or COM 102	Freedom of Expression and Communication Ethics Introduction to Communications Literacy	3
<b>Advanced Writing and Communication Skills Requirement</b>		
Writing Skills Course:		
STC 130	Writing for Strategic Communication	3
Presentation Skills Course:		
COS 211 or COS 333	Public Speaking Business Communication	3
Digital Skills Course:		
STC 102	Graphic Design for Strategic Communication	3
<b>Track Requirement</b>		

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
<b>Other Required Courses</b>		
Select two electives of the following: <sup>2</sup>		6
STC 304	Project Management for Strategic Communication	
STC 389	Media Buying and Advertising Sales	
STC 414	Advanced Research Methods for Advertising	
STC 415	Advanced Business and Advertising Strategy Development	
STC 444	AI-Enhanced Social Media Analytics	
STC 491	The Business of Account Management	
STC 495	Advertising Management	
Select two electives of the following: <sup>1</sup>		6
STC 202	Advanced Graphic Design for Advertising	
STC 231	Creative Advertising Concepts and Copywriting	
STC 234	Social Media Messaging and Strategies	
STC 290	Special Topics in Strategic Communication	
STC 302	Advanced Graphic Design and Photography	
STC 304	Project Management for Strategic Communication	
STC 306	Consumer Insights In US Hispanic Markets	
STC 316	Ethics in Strategic Communication	
STC 331	Advanced Copywriting	
STC 340	Digital and Mobile Advertising	
STC 350	International Advertising	
STC 360	Multicultural and Inclusive Advertising	
STC 380	Advertising Internship	
STC 389	Media Buying and Advertising Sales	
STC 390	Advanced Art Direction	
STC 414	Advanced Research Methods for Advertising	
STC 415	Advanced Business and Advertising Strategy Development	
STC 444	AI-Enhanced Social Media Analytics	
STC 490	Special Topics in Advertising	
STC 491	The Business of Account Management	
STC 494	Special Topics in Strategic Communication	
STC 495	Advertising Management	
STC 498	AAF National Student Advertising Campaign Competition	
STC 499	Projects and Directed Research	
STC 404	Advertising Entrepreneurship	
COM 102	Introduction to Communications Literacy	
COM 302	Orange Umbrella - Student Agency (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	
<b>Marketing Requirement</b>		
MKT 301	Marketing Foundations	3
Marketing Elective (Recommended)		
MKT 310	Consumer Behavior and Marketing Strategy	
<b>General Education Requirements</b>		
Written Communication Skills:		
WRS 105	First-Year Writing I	3

WRS 106 or ENG 106	First-Year Writing II Writing About Literature and Culture	3
<b>Quantitative Skills:</b>		
STC 103	Statistical Reasoning for Strategic Communication (fulfilled through the major)	
<b>Areas of Knowledge:</b>		
Arts & Humanities Cognate		9
People & Society Cognate (9 credits) (fulfilled through the major)		
STEM Cognate		9
<b>Additional Requirements</b>		
Minor, Second Major and Electives		51
<b>Total Credit Hours</b>		<b>120</b>

<sup>1</sup> Students must complete at least one course in which the entirety of the class has an international or intercultural focus. This course can come from within the student's major, minor, or as a general elective course toward the 120 credits needed to graduate. Sample classes include, but are not limited to: STC 350, STC 482, COS 343, and MKT 360. Study abroad can also fulfill this requirement, as can a foreign language course that is not the student's native language.

<sup>2</sup> Courses selected should have a Strategy & Research, Management or Media Focus.

\* 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
<b>Fall</b>		
STC 114	Principles of Advertising	3
STC 103	Statistical Reasoning for Strategic Communication (Course also satisfies School's Math requirement)	3
WRS 105	First-Year Writing I	3
People and Society Cognate		3
Minor or Second Major or Elective		3
		<b>Credit Hours</b>
		<b>15</b>
<b>Spring</b>		
STC 102	Graphic Design for Strategic Communication	3
STC 130	Writing for Strategic Communication	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
STEM Cognate		3
Minor or Second Major or Elective		3
		<b>Credit Hours</b>
		<b>15</b>
<b>Sophomore Year</b>		
<b>Fall</b>		
STC 200	Advertising Strategy Development	3
STC 202	Advanced Graphic Design for Advertising	3
People and Society Cognate		3
STEM Cognate		3

Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
STC 231	Creative Advertising Concepts and Copywriting	3
STC 291	Intro to Art Direction and Creative Problem Solving	3
COS 211 or 333	Public Speaking or Business Communication	3
COM 250 or 102	Freedom of Expression and Communication Ethics or Introduction to Communications Literacy	3
STEM Cognate		3
<b>Credit Hours</b>		<b>15</b>
<b>Junior Year</b>		
<b>Fall</b>		
STC 384	Advertising Creative Strategy and Execution	3
Select 3 credits in Advertising - Creative Track Bulletin course list		3
People and Society Cognate		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
STC 390, 331, or 303	Advanced Art Direction or Advanced Copywriting or Typography and Brand Design	3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Senior Year</b>		
<b>Fall</b>		
STC 434	Advertising Campaigns	3
Select 3 credits in Advertising - Creative Track Bulletin course list		3
Minor or Second Major Course or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
STC 496	Advertising Portfolio Development	3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>120</b>

## Suggested Plan of Study for Advertising Management Track

<b>Freshman Year</b>		
<b>Fall</b>		<b>Credit Hours</b>
STC 103	Statistical Reasoning for Strategic Communication	3
STC 114	Principles of Advertising	3
WRS 105	First-Year Writing I	3
STEM Cognate		3

Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>		
STC 102	Graphic Design for Strategic Communication	3
STC 130	Writing for Strategic Communication	3
WRS 106 or ENG 106	First-Year Writing II or Writing About Literature and Culture	3
STEM Cognate		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Sophomore Year</b>		
<b>Fall</b>		
STC 200	Advertising Strategy Development	3
COS 211 or 333	Public Speaking or Business Communication	3
Arts and Humanities Cognate		3
STEM Cognate		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>		
STC 233	Writing for Advertising Account Management	3
COM 250 or 102	Freedom of Expression and Communication Ethics or Introduction to Communications Literacy	3
Arts and Humanities Cognate		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Junior Year</b>		
<b>Fall</b>		
STC 312	Research Methods for Advertising	3
STC 388	Media Planning	3
MKT 301	Marketing Foundations	3
Arts and Humanities Cognate		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>		
Select 3 credits in Advertising - Management Track Bulletin course list		3
Select 3 credits in Advertising - Management Track Bulletin course list		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Senior Year</b>		
<b>Fall</b>		
STC 434	Advertising Campaigns	3
Select 3 credits in Advertising - Management Track Bulletin course list		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
Minor or Second Major or Elective		3
	<b>Credit Hours</b>	<b>15</b>
<b>Spring</b>		
Select 3 credits in Advertising - Management Track Bulletin course list		3

Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
Minor or Second Major or Elective	3
<b>Credit Hours</b>	<b>15</b>
<b>Total Credit Hours</b>	<b>120</b>

## 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 write a clear report to communicate the results, using statistical analysis and SPSS 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. Students will be able to effectively communicate their creative strategy in the final campaign presentation.