

Advertising & Marketing Communications - B.S.

The Advertising & Marketing Communications bachelor's degree program provides students with a wide range of knowledge and practical skills related to the development and execution of integrated marketing communication plans, which embrace the promotional elements of strategic and creative advertising, media, branding, public relations, sales promotion, and digital and search engine marketing. A hallmark of the program is the team approach to learning taught in a highly creative environment whereby students work in groups for real-world clients similar to an advertising or marketing agency.

Upon completion of the program, graduates are expected to:

- Apply the major concepts, skills and values of the advertising industry.
- Communicate effectively to diverse audiences, purposes and situations through a variety of professional methods as required by the advertising industry.
- Use decision-support tools to resolve contemporary business issues using ethical business practices.
- Analyze research and apply critical thinking to identify and recommend appropriate communications-based solutions for client/brand challenges that include traditional, digital and social executions.
- Develop branding and creative strategies for fully integrated campaigns that align with marketing and communications objectives for local, national and global brands.

Students create advertising strategies, plan and buy media, write publicity and cause-related materials, develop research strategies, develop digital and social media strategies and viral advertising programs, and produce concepts for print, broadcast and online advertisements. Students have the opportunity to hone these skills while participating in a term-long internship at a wide variety of employers. This is a semester long, 6–12 credit experience at a university-approved internship site.

The Advertising & Marketing Communications program offers two specializations (15 credits) at the Providence Campus that enhance and strengthen the qualifications of graduates interested in Digital Marketing & Analytics and Creative Advertising. These are intended to give students opportunities to develop expertise in a functional area that complements their major. Real-world applications are embedded in both specializations.

The Digital Marketing and Analytics specialization affords students who are either Marketing or Advertising & Marketing Communications majors the opportunity to gain additional knowledge and skills in the expanding digital marketing and research analytics industry. Students can pursue careers in digital media planning, digital analytics, database management, research management, search engine marketing and content marketing.

Upon completion of the Digital Marketing and Analytics specialization (offered at the Providence campus), students are expected to:

- Develop online optimization strategies for paid and organic search marketing using analytics and digital platforms.

The Creative Advertising specialization is suitable for students who are interested in careers in art direction and copywriting, branded content production, digital display, brand design and development, blogging and content management.

Upon completion of the Creative Advertising specialization (offered at the Providence campus), students are expected to:

- Write, design and produce creative advertising and branded content in both digital and traditional media.

Advertising & Marketing Communications

A four-year program leading to the bachelor of science degree

Business Foundations		
ACCT1210	Financial Accounting	3
ACCT1220	Managerial Accounting	3
BUS1001	Introduction to Business and Management	3
BUS3010	Business Analytics	3
BUS4030	Global Strategy Capstone	3
FISV2000	Finance	3
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
MGMT2001	Human Resource Management	3

MGMT2020	Organizational Dynamics	3
MGMT2030	Operations and Supply Chain Management I	3
MRKT1001	Marketing Foundations	3
Major Courses		
ADVC1010	Marketing Communications	3
ADVC1011	Media Strategy	3
or GDES3050	Basics of Print Design	
ADVC2001	Creative Concepts and Strategy	3
ADVC2025	Advanced Brand Communications	3
ADVC3010	Digital Media Planning	3
or ADVC2002	Copywriting and Art Direction	
ADVC4015	Integrated Marketing Communications Seminar I	3
Applied/Experiential Learning		
Choose 9 credits from the following:		
BUS4799	College of Business Internship ^{1c}	
DEE3999	Directed Experiential Education ^D	
Study Abroad		
Related Professional Studies		
CAR0010	Career Management	1
FYS1020	First-Year Seminar	1
A&S Core Experience		
Communications Foundation Courses		
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT, or REL		
Mathematics		
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		
One course from BIO, CHM, PHY or SCI		
Social Sciences		
ECON1002	Microeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		
ECON1001	Macroeconomics	
Choose one of the following:		
MCST1070	Writing for Radio, Television and Film	
MCST2450	Writing in Digital Media	
MCST3600	Narrative Filmmaking	
Free Electives [#]		
15 credits selected from 1000-4999 numbered offerings within the university		
Total Credits		122.0

Specialization in Creative Advertising			15
ADVC2002	Copywriting and Art Direction		
ADVC3003	Advertising Campaigns		
or MRKT3045	Social Media Marketing		
ADVC4020	Portfolio Seminar		
Choose 6 credits of the following:			
ADVC3050	Special Projects in Integrated Marketing Communications		
ADVC4120	Marketing Communications in an International Context		
BUS4799	College of Business Internship		
GDES1030	Vector-Based Design		
MRKT3150	Special Topics in Marketing		

Specialization in Digital Marketing and Analytics			15
ADVC3010	Digital Media Planning		
or MRKT3045	Social Media Marketing		
ADVC4050	Search Engine Marketing		
MRKT3085	Marketing Analytics		
Choose 6 credits of the following:			
ADVC3050	Special Projects in Integrated Marketing Communications		
or MRKT3150	Special Topics in Marketing		
ADVC4120	Marketing Communications in an International Context		

BUS4799	College of Business Internship
MRKT3011	Data-Driven Marketing
MRKT3055	Survey Research

^{1c}Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty adviser before scheduling internship and free elective credits.

^D Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

NOTE: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math course(s).

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000 level courses

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?