

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN ADVERTISING

Advertising is a broad field that includes account management, brand strategy and management, copywriting, and media planning. Thus, our concentration takes a business and strategic communication approach that addresses targeted messaging across multiple platforms. Students will learn to develop strategies to persuade and appeal to an organization or institution's consumers or constituents. Electives will allow the student to be introduced to advertising production or to develop complementary interest areas. This concentration prepares students for jobs at advertising and public relations agencies, companies, or news outlets like newspapers, magazines, and radio and television stations. The program requires 54 credits, leaving room for students to pursue minors or second majors in complementary academic areas. Slippery Rock University offers the only stand-alone advertising concentration among the PASSHE schools.

WHY CHOOSE ADVERTISING?

Slippery Rock University's Department of Strategic Communication and Media offers six concentration areas: Advertising, Converged Journalism, Digital Media Production, Integrated Marketing Communication, Public Relations, and a Bachelor of Arts in Communication. Advertising is a strategic communication discipline that attempts to shape the public's perception of an organization's products, services, brands, or ideas. Advertising is the most visible and easily identifiable part of the marketing communication process. It focuses on promoting products, services, brands, companies, people, and ideas through paid media space in newspapers, magazines, broadcast, outdoor, direct marketing, and digital platforms. Courses developed for the advertising concentration are shared across IMC and public relations curricula, thus strengthening both programs.

WHAT WILL YOU LEARN?

This major will largely focus on teaching students the communicative fundamentals of advertising design, development and production. As such, students will learn to develop compelling concepts, visual messages and creative content to persuade and appeal to an organization or institution's consumers or constituents. This major will prepare students for jobs at advertising agencies, for and non-profit organizations, educational institutions, government agencies, political figures and organizations, or with news outlets like newspapers, magazines, and radio and television stations. These students may work as graphic designers, editors, account executives or production specialists.

CAREERS IN ADVERTISING

According to the **Bureau of Labor Statistics**, "overall employment of advertising, promotions, and marketing managers is projected to grow six percent from 2019 to 2029, faster than the average for all occupations." Advertising, promotions, and marketing campaigns will continue to be essential for organizations to maintain and expand their market share.

"The median annual wage for advertising and promotions managers was \$125,510 in May 2019. The median annual wage for marketing managers was \$136,850 in May 2019."

PROGRAM LEARNING OUTCOMES

Strategic COMMUNICATION and Media - ADVERTISING, BS

- **Advertising Production:** Students will produce appropriately targeted advertising materials in a variety of formats. (SRU SLO 1, 2, 5, 8, 9, 10)
- **Advertising Strategy:** Students will understand the role of advertising and how advertising messages solve communication problems by informing, changing attitudes, and motivating behavioral change among an organization's target audiences. (SRU SLO 1, 2, 5, 8, 9, 10)
- **Advertising Campaigns:** Students will develop a research-based creative advertising campaign that includes strategic planning, writing creative briefs, planning, and preparing advertising copy and design and campaign evaluation. (SRU SLO 1, 2, 5, 8, 9, 10)

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively. (SRU SLO 1)
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century. (SRU SLO 8)
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data. (SRU SLO 2)

RELATED LINKS

Strategic Communication and Media - Advertising, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-advertising/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)

CURRICULUM GUIDE

GPA REQUIREMENT

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher

SUMMARY*

Code	Title	Hours
	Rock Studies 2 Requirement	42
	Other Basic Requirements	0-3
	Major Requirements	54
	Electives	24

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
	The Rock	
SUBJ 139	Foundations of Academic Discovery ¹	3

ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²		12
Total Hours		42

¹ Course offered in multiple subjects; cannot take course in first major subject.

² One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		0-3
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		0-3

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

MAJOR REQUIREMENTS

- 27 major credits must be taken at SRU or PASSHE
- 27 major credits must be taken at the 300 level or above

Code	Title	Hours
Core Requirements		
COMM 110	Communication Concepts ^{1,2}	3
COMM 242	Media Writing	3
COMM 310	Communication Research Methods ^{1,2}	3
COMM 410	Communication Law ^{1,2}	3
COMM 497	Senior Capstone Seminar ¹	3
Subtotal		15
Advertising Requirements		
COMM 115	Visual Literacy ¹	3
COMM 228	Principles of Creative Advertising ¹	3
COMM 235	Introduction to Digital Design ¹	3
COMM 256	Message Preparation ¹	3
MRKT 230	Principles of Marketing	3
MRKT 334	Advertising Management ¹	3
COMM 434	Advertising Production ¹	3
Select one of the following:		3
COMM 453	Media Project Management ¹	
COMM 464	Advertising Campaigns Capstone ¹	
Subtotal		24
Electives		
Select four of the following:		12
COMM 120	Introduction to Digital Photography ¹	
COMM 254	Video Production ¹	
COMM 263	Mass Media and Society ¹	
COMM 334	Publication Production ¹	
COMM 364	Strategic Brand Communication ¹	
COMM 401	Digital Imaging ¹	
ART 100	2-D Design ¹	
ART 213	Intermediate Studio Graphic Design ¹	
ART 313	Advanced Studio Graphic Design ¹	
ART 413	Senior Studio Graphic Design ¹	
MRKT 333	Consumer Behavior ¹	
Subtotal		12
Internship		
COMM 450	Internship ¹	3
Total Hours		54

¹ Course counts for 50% of Major and Major GPA

² A grade of 'C' or higher must be earned in these courses

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report

and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION & MEDIA- BS (2119)

Concentration in Advertising (ADVR)

This program is effective as of Summer 2024

Revision date: 05.16.2024

UCC 04.16.2024

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
SUBJ 139	Foundations of Academic Discovery ¹	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		16
Spring		
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
COMM 115	Visual Literacy	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Hours		15
Second Year		
Fall		
Advertising Elective		3
COMM 235	Introduction to Digital Design	3
SCI 101	Science of Life	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Declare a Thematic Thread ²		
Hours		15
Spring		
COMM 228	Principles of Creative Advertising	3
COMM 256	Message Preparation	3
SCI 102	Understanding the Physical World	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Hours		15

Third Year

Fall

Advertising Elective		3
COMM 310	Communication Research Methods	3
MRKT 230	Principles of Marketing	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective		3
Hours		15

Spring

Advertising Elective		3
MRKT 334	Advertising Management	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		6
Hours		15

Fourth Year

Fall

Advertising Elective		3
COMM 410	Communication Law	3
COMM 434	Advertising Production	3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Electives		3
Hours		15

Spring

Advertising Elective		3
COMM 450	Internship	3
COMM 453	Media Project Management	3
	or COMM 464 or Advertising Campaigns Capstone	
COMM 497	Senior Capstone Seminar	3
Elective		3
Hours		15
Total Hours**		121

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

* Students are encouraged to take ESAP 101 as a Free Elective.

** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.

Major Code: 2119

Concentration Code: ADVR

Revised: 05.10.2023