

Advertising BA with Brand Strategy and Research Concentration

Overview

Advertising is a competitive, creative and challenging industry that sits at the intersection of media and society. The **Bachelor of Arts in Advertising**, offered by the Department of Advertising and Public Relations, provides students with an overall understanding and appreciation of the influence advertising and marketing communications have in business and the social and economic orders. Students become acquainted with the language, processes and opportunities within the industry, including potential roles in strategic planning, research, copywriting, art direction, and media buying and planning. The major is designed to stimulate curiosity, strengthen critical thinking and create more astute consumers whether they enter the field of advertising or not.

Advertising students at Temple University fall into clearly-defined groups:

- Students interested in advertising as a career;
- Students with creative talent in art, design, writing and strategic thinking and wish to express that talent in a professional career;
- Students who are broadly interested in media and the power of advertising;
- Students interested in marketing, sales or business, but who do not wish to major in business or finance.

Students **must select one of the following concentrations**:

- Account Management,
- Art Direction,
- Brand Strategy and Research,
- Copywriting, or
- Media Planning.

An optional concentration in International Communication is also available for this major.

Brand Strategy and Research Concentration

Students following the **Brand Strategy and Research concentration** receive training that helps develop skills in strategic thinking and planning, understanding consumer behavior, conducting surveys, focus groups and other forms of research, analyzing data, testing copy and studying America's changing demographics. Strong research and strategic thinking skills will prepare students for a wide variety of careers in corporations, research firms, marketing companies and advertising agencies. Students in Brand Strategy and Research take ADV 3031, ADV 3043 and ADV 4044. ADV 3042 is a recommended elective.

Campus Location: Main

Program Code: CO-ADV-BA

Contact Information

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Learn more about the Bachelor of Arts in Advertising.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

1. University requirements:
 - a. New students are required to complete the General Education (GenEd) curriculum.
 - b. All students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are ADV 1196 and ADV 4197.
2. Lew Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum of 48 credits in Advertising courses.
4. A grade of C or higher must be attained in all required Advertising courses.
5. An overall GPA of 2.0 must be attained in the major.
6. No more than 12 semester hours of transfer credits may be applied to Advertising major requirements.

Advertising: Brand Strategy and Research Requirements

Code	Title	Credit Hours
1000-Level Core Requirements		
ADV 1101	Introduction to Media and Society	3
ADV 1102	Introduction to Advertising	3
ADV 1196	Persuasive Writing	3
ADV 1103	Digital Media and Advertising	3
2000-Level Core Requirements		
ADV 2141	Introduction to Brand Strategy and Research	3
Select two of the following:		6
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2151	Introduction to Art Direction: Visual Communication	
Upper-Level Requirements		
ADV 4197	Advanced Writing for Academic and Professional Communication	3
Select one of the following:		3
ADV 3012	Legal and Moral Issues in Advertising	
ADV 3002	Advertising and Society	
ADV 3006	Representation in the Media	
ADV 3007	Psychology of Advertising	
Select one of the following:		3
ADV 3171	Diamond Edge Communication ¹	
ADV 3185	Advertising Internship ¹	
Select one of the following:		3
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition ¹	
Brand Strategy & Research Requirements		
ADV 3031	Digital Analytics and Reporting	3
ADV 3043	Qualitative Advertising Research	3
ADV 4044	Account Planning	3
Advertising Electives		
Select a minimum of 6 credits from the following list:		6
ADV 1000	Topics in Advertising 1	
ADV 1001	Introduction to Digital Design Tools for Advertising	
ADV 2001	Intermediate Digital Design Tools for Advertising	
ADV 2052	Introduction to Typography	
ADV 2057	Creating and Filming Advertising from Script to Screen	
ADV 2102	Introduction to Pharmaceutical Advertising	
ADV 2103	Introduction to Web Design and Development for Advertising	

ADV 2104	Personal Branding
ADV 3000	Topics in Advertising 3000
ADV 3003	National Student Advertising Competition Preparation
ADV 3004	Klein Online Marketing Challenge
ADV 3042	Quantitative Advertising Research
ADV 3011	Data Visualization and Advertising
ADV 3009	ECHO Competition
ADV 3008	Television Promotion: On-Air, Online, On Social
ADV 3101	Creative Thinking for Advertising
Total Credit Hours	
48	

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Requires special permission from instructor.

Internships or Diamond Edge Communications

All advertising majors are required to do either a professional internship or be involved with Diamond Edge Communications (DEC), our student-run ad agency. Both offer students valuable hands-on experience in actual advertising-related professional experiences. DEC works with local Philadelphia clients, under the supervision of an advertising professor, to develop strategic plans, research, digital and traditional creative materials, media plans and presentations. The internship program is carefully managed by our Internship Directors to help students find the best possible internship opportunities. The Internship Directors, faculty members and Klein's Director of Career Services will help students with preparation of résumés, cover letters, and LinkedIn pages. We will also guide students through the process of seeking and identifying quality internship opportunities.

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Advertising with a Concentration in Brand Strategy and Research

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		Credit Hours
Fall		
ADV 1101	Introduction to Media and Society	3
ADV 1102	Introduction to Advertising	3
ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing or Analytical Reading and Writing: ESL or Honors Writing About Literature	4
KLN 1001	Klein First-Year Seminar	1
GenEd Quantitative Literacy Course	^{GQ}	4
Credit Hours		15
Spring		
ADV 1103	Digital Media and Advertising	3
ADV 1196	Persuasive Writing	3
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life or Honors Intellectual Heritage I: The Good Life	3
KLN 1002	Klein College Introduction to Professional Development	1
GenEd Breadth Course		3-4
GenEd Breadth Course		3
Credit Hours		16
Year 2		
Fall		
ADV 2141	Introduction to Brand Strategy and Research	3
Select one of the following:		3
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2151	Introduction to Art Direction: Visual Communication	

IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Spring		
Select one of the following:		3
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2151	Introduction to Art Direction: Visual Communication	
Advertising Elective ¹		3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Year 3		
Fall		
Advertising Elective ¹		3
ADV 3043	Qualitative Advertising Research	3
Electives		10
Credit Hours		16
Spring		
ADV 3031	Digital Analytics and Reporting	3
Select one of the following:		3
ADV 3171	Diamond Edge Communication ²	
ADV 3185	Advertising Internship ²	
Electives		9
Credit Hours		15
Year 4		
Fall		
ADV 4197	Advanced Writing for Academic and Professional Communication	3
Select one of the following:		3
ADV 3012	Legal and Moral Issues in Advertising	
ADV 3002	Advertising and Society	
ADV 3006	Representation in the Media	
ADV 3007	Psychology of Advertising	
Electives		10
Credit Hours		16
Spring		
Select one of the following:		3
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition ²	
ADV 4044	Account Planning	3
Electives		10
Credit Hours		16
Total Credit Hours		124

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See the list of elective options under Requirements. The courses students can take to fulfill their Advertising electives will vary from semester to semester.

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ADV 3171, ADV 3185, and ADV 4103 require special permission from instructor.

Optional Concentration

The **optional International Communication Concentration (ICC)** provides a theoretical and practical education in international and intercultural communication and media. This program allows students to develop sought-after competencies in cultural sensitivity and intercultural communication skills by encouraging students to reflect on their own cultural lenses. Students participating in the ICC program will be exposed to multiple international perspectives through internationally- and interculturally-oriented courses offered on Temple's domestic campuses and may be supplemented with study abroad coursework.

This concentration is restricted to Klein students only.

Requirements

To earn the International Communication Concentration transcript notation, a student must successfully complete a total of 18-20 credits of International / Intercultural studies courses, a maximum 9 credits of which may come from courses transferred into Temple, across 3 areas. Each course that fulfills a requirement for the concentration must be passed with a C- or better.

Code	Title	Credit Hours
Common Course		
Select one of the following:		3
CSI 3701	Intercultural Communication	
CSI 3703	Intercultural Communication in the Workplace	
Klein International/Intercultural courses		
Select three of the following:		9
Any ADV, CMST, CSI, JRN, MSP, or PR courses taken as part of a Klein Global Opportunities Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)		
Any ADV, CMST, CSI, JRN, MSP, or PR Internship completed as part of a Klein Global Opportunities International Program		
CSI 2401	Intercultural and Cross Cultural Conflict	
CSI 3702	Communication, Culture and Identity	
CSI 3703	Intercultural Communication in the Workplace (if not used to fulfill common course requirement above)	
JRN 3254	International Reporting	
JRN 3706	Journalism and Globalization	
MSP 3471	Media and Cultural Differences	
MSP 3572	Communication and Development	
MSP 4453	Information Society	
MSP 4496	Global Media	
PR 2672	Global Communication and Leadership	
International/Intercultural Electives outside of Klein		
Note: Satisfying the GenEd World Society requirement by completing a Study Abroad does not also satisfy this requirement.		
Choose any two (2) courses of the following:		6-8
Up to any two foreign language courses		
Any non-Klein courses at the 2000-level or higher taken in a Klein Global Opportunities Int'l Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)		
Any non-Klein internship taken in a Klein Global Opportunities International Program		
Anthropology		
ANTH 2238 or ASST 2238	Visual Anthropology of Modern Japan	
ANTH 2374 or ASST 2374	The Anthropology of Modern China	
ANTH 2361 or LAS 2361	Peoples of Latin America	
ANTH 2362 or LAS 2362	Peoples and Cultures of the Caribbean	

Art History

ARTH 2102	
ARTH 2105	Roman Art and Archaeology
ARTH 2129	Greek and Roman Sculpture
ARTH 2431	Early Modern Italy and Spain in the 17th Century
ARTH 2432	Northern and Global Baroque Art: Art in the Age of Rubens, Rembrandt, Vermeer
ARTH 2543	Transnational Impressionisms
ARTH 2642	Modern Art, 1900-1945
ARTH 2868	Arts of Asia
ARTH 1003	History of Art in Rome (Study Abroad - Rome)
ARTH 2135	Art and Culture in Ancient Rome (Study Abroad - Rome)
ARTH 2428	Wonders of Rome: Art and Culture of the Baroque Era (Study Abroad - Rome)
ARTH 2622	Galleries and Studios of Rome (Study Abroad - Rome)
ARTH 1801	Arts of Asia (Study Abroad - Japan)
ARTH 2815	Pre-Modern Japanese Art up to the Edo Period (Study Abroad - Japan)

Asian Studies

ASST 2001	Practical Asian Society and Culture
ASST 2011	Survey of Japanese Literature Before 1868
ASST 2015	Tokyo in Literature and Film
or JPNS 2015	Tokyo in Literature and Film
ASST 2021	Japanese Literature in Film
or JPNS 2021	Japanese Literature in Film
ASST 2351	Japan in a Changing World
ASST 2367	South Asia: Peoples, Culture, Experiences
ASST 2373	Japanese Culture
or ANTH 2373	Japanese Culture
ASST 2503	Introduction to Southeast Asia: Insular
ASST 2504	Introduction to Southeast Asia: Mainland
ASST 2511	Introduction to Asian Business
ASST 3247	Ideology and Social Change in Japan
or SOC 3247	Ideology and Social Change in Japan
ASST 3251	China: State and Society
or POLS 3251	China: State and Society
ASST 3522	Contemporary China
or HIST 3522	Contemporary China
ASST 3541	Japan Today
or HIST 3541	Japan Today
ASST 3542	Women and Society in Japan
or HIST 3542	Women and Society in Japan

Film & Media Arts

FMA 4673	International Cinema
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Geography & Urban Studies

GUS 2032	Urban Systems in a Global Economy
GUS 2073	African Development
GUS 2074	East and South Asia
or ASST 2074	Geography of East and South Asia
GUS 3021	International Urbanization
GUS 3052	Environmental Problems in Asia
or ASST 3052	Environmental Problems in Asia
or ENST 3052	Environmental Problems in Asia
GUS 3073	Geography of Travel and Tourism
GUS 3307	Transportation & Culture

History

HIST 2303	History of Central Europe, 1618-1871
HIST 2317	Central Europe Through Wars and Revolution, 1848-1989
HIST 2501 or ASST 2501	Introduction to East Asia: China
HIST 2502 or ASST 2502	Introduction to East Asia: Japan
HIST 2503 or ASST 2503	Introduction to Southeast Asia: Insular
HIST 2504 or ASST 2504	Introduction to Southeast Asia: Mainland
HIST 2511	Introduction to African History
HIST 2514	Introduction to Latin America
HIST 2515 or LAS 2515	Civilization and Modernity in the Caribbean
HIST 2516	Modern Islamic History
HIST 2611	Third World Issues through Film
HIST 3321	Irish History
HIST 3331	History of England
HIST 3362	Russia: Nationality and Empire
HIST 3363	Russia: Revolution, State, and Empire
HIST 3511	Southern Africa: A History
HIST 3521	The Chinese Revolution
HIST 3531	Modern India
HIST 3551	History of Vietnam
HIST 3561 or LAS 3561	History of Brazil
HIST 3562 or LAS 3562	Contemporary Mexico
HIST 3571	Israel: History, Politics and Society
HIST 3572	Modern Middle East
HIST 3675	Third World Women's Lives

Jewish Studies

JST 2706	Jewish Diaspora/Survey of Jewish History
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Latin American Studies

LAS 2101	Latin America through Film and Fiction
LAS 2231	Comparative Political Systems in Latin America
LAS 2502 or IB 2502	Fundamentals of Latin American Business
LAS 2514	Historical Continuity and Social Change in Latin America
LAS 3267	Sociology of Music: Nation, Race, Class and Gender in Argentina and Brazil
LAS 3601	"Other Voices" in Latin American Literature
LAS 3602	Caribbean Literature and Culture
LAS 3801	African Culture in Brazil

Political Science

POLS 2211	Contemporary Politics of Europe
POLS 2212	Eastern Europe, Russia and the West
POLS 2231	Comparative Political Systems in Latin America
POLS 2255	Comparative Public Policy
POLS 2314	Politics of International Law
POLS 2321	Politics of the Global Economy
POLS 2331	International Organization

POLS 3212	British Government and Politics
POLS 3241	Mideast Politics
POLS 3252	East Asia and the United States
or ASST 3252	East Asia and the United States
POLS 3265	International Environmental Policy
or ENST 3265	International Environmental Policy
Religion	
REL 2002	Religion and Human Sexuality
REL 2007	Religion in Film
REL 2101	Indian Philosophies and Religions
or ASST 2101	Religions of India
REL 2102	Introduction to Buddhism
or ASST 2102	Introduction to Buddhism
REL 2201	Chinese Religions - Confucius to Mao
REL 2301	Zen Buddhism
or ASST 2301	Zen Buddhism
REL 2403	Introduction to Judaism
or JST 2403	Introduction to Judaism
REL 2447	Kabbalah and Mysticism
or JST 2447	Kabbalah and Mysticism
REL 2502	Jesus in the Media
REL 2606	Introduction to Islam
REL 2702	Religion in Contemporary Africa
REL 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
or ASST 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
REL 3201	I-Ching, Tao, and Ch'an/Zen
or ASST 3201	I-Ching, Tao, and Ch'an/Zen
REL 3301	Japanese Religions
or ASST 3301	Japanese Religions
REL 3411	The Philosophies of Judaism
or JST 3411	The Philosophies of Judaism
REL 3601	The Islamic State
REL 3602	Women in Islam
REL 3603	Islamic Mysticism
REL 3702	African Religions and New World Culture

Total Credit Hours
18-20

Contact Information

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