

Bachelor of Arts in Advertising: Account Management Concentration

This concentration offers preparation for careers in management, which will open doors for students in a broad array of industries in today's complex, fragmented media landscape. In the three advanced Account Management courses (ADV 3031, ADV 3033, and ADV 4034) students learn about Digital Analytics and Reporting, Advertising Sales, and Account Management. Students are also required to take Introduction to Marketing (ADV 2111) in preparation for the advanced classes.

Requirements for the Degree

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.
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: Account Management Requirements

Code	Title	Credit Hours
1000-Level Core Requirements		12
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
ADV 1196	Persuasive Writing	
ADV 1103	Digital Media and Advertising	
2000-Level Core Requirements		9
Required Course		
ADV 2111	Introduction to Marketing	
Select two of the following:		
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2141	Introduction to Brand Strategy and Research	
ADV 2151	Introduction to Art Direction: Visual Communication	
Upper-Level Requirements		12
ADV 4197	Advanced Writing for Academic and Professional Communication	
Select one of the following:		
ADV 3002	Advertising and Society	
ADV 3006	Representation in the Media	
ADV 3007	Psychology of Advertising	
ADV 3012	Legal and Moral Issues in Advertising	
Select one of the following:		
ADV 3171	Diamond Edge Communication ¹	
ADV 3185	Advertising Internship ¹	
Select one of the following:		
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition ¹	
Account Management Requirements		9
ADV 3031	Digital Analytics and Reporting	

ADV 3033	Advertising Sales	
ADV 4034	Account Management	
Advertising Electives		6
Select a minimum of 6 credits from the following list:		
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 3042	Quantitative Advertising Research	
ADV 3101	Creative Thinking for Advertising	
Total Credit Hours		48

¹ 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: Account Management Concentration

Requirements for New Students starting in the 2020-2021 Academic Year

Year 1		
Fall		Credit Hours
ADV 1101	Introduction to Media and Society	3
ADV 1102	Introduction to Advertising	3
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
KLN 1001	Klein First-Year Seminar	1
GenEd Quantitative Literacy Course [GQ]		4
Term Credit Hours		15
Spring		
ADV 1103	Digital Media and Advertising	3
ADV 1196	Persuasive Writing [WI]	3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
GenEd Breadth Course		3-4
GenEd Breadth Course		3
Term Credit Hours		15
Year 2		
Fall		
ADV 2111	Introduction to Marketing	3
Select one of the following:		3
ADV 2121	Introduction to Copywriting	

ADV 2131	Introduction to Media Planning	
ADV 2141	Introduction to Brand Strategy and Research	
ADV 2151	Introduction to Art Direction: Visual Communication	
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
GenEd Breadth Course		3
<hr/>		
	Term Credit Hours	15

Spring

Select one of the following:		3
ADV 2121	Introduction to Copywriting	
ADV 2131	Introduction to Media Planning	
ADV 2141	Introduction to Brand Strategy and Research	
ADV 2151	Introduction to Art Direction: Visual Communication	
Advertising Elective ¹		3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
<hr/>		
	Term Credit Hours	15

Year 3

Fall		
Advertising Elective ¹		3
ADV 3031	Digital Analytics and Reporting	3
Electives		10
<hr/>		
	Term Credit Hours	16

Spring

ADV 3033	Advertising Sales	3
Select one of the following:		3
ADV 3171	Diamond Edge Communication ²	
ADV 3185	Advertising Internship ²	
Electives		10
<hr/>		
	Term Credit Hours	16

Year 4

Fall		
ADV 4197	Advanced Writing for Academic and Professional Communication [WI]	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
<hr/>		
	Term Credit Hours	16

Spring

Select one of the following:		3
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition ²	
ADV 4034	Account Management	3
Electives		10
<hr/>		
	Term Credit Hours	16
<hr/>		
	Total Credit Hours:	124

4 *Bachelor of Arts in Advertising: Account Management Concentration*

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

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