Bachelor of Arts in Advertising: Brand Strategy & Research Concentration

Students following this concentration will receive training that helps them 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.

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.
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 & Research Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV 1101</td>
<td>Introduction to Media and Society</td>
<td></td>
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<tr>
<td>ADV 1102</td>
<td>Introduction to Advertising</td>
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<tr>
<td>ADV 1196</td>
<td>Persuasive Writing</td>
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<tr>
<td>ADV 1103</td>
<td>Digital Media and Advertising</td>
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Required Course

ADV 2141 Introduction to Brand Strategy and Research

Select two of the following:

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

Select one of the following:

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:

ADV 3171 Diamond Edge Communication
ADV 3185 Advertising Internship

Select one of the following:

ADV 4102 Advertising Campaigns
ADV 4103 National Student Advertising Competition

Brand Strategy & Research Requirements

ADV 3031 Digital Analytics and Reporting
Bachelor of Arts in Advertising: Brand Strategy & Research Concentration

Adv 3043  Qualitative Advertising Research
Adv 4044  Account Planning

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 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

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: Brand Strategy & Research Concentration

Requirements for New Students starting in the 2019-2020 Academic Year

Year 1

Fall  Credit Hours
Adv 1101  Introduction to Media and Society  3
Adv 1102  Introduction to Advertising  3
Comm 1001  SMC Freshman Seminar  1
Eng 0802, 0812, or 0902  Analytical Reading and Writing [GW]  4
GenEd Quantitative Literacy Course [GQ]  4

Term Credit Hours  15

Spring  Credit Hours
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 2141** Introduction to Brand Strategy and Research: 3
- Select one of the following:
  - **ADV 2111** Introduction to Marketing: 3
  - **ADV 2121** Introduction to Copywriting
  - **ADV 2131** Introduction to Media Planning
  - **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

| Term 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 Elective¹**: 3
- **GenEd Breadth Course**: 3
- **GenEd Breadth Course**: 3
- **GenEd Breadth Course**: 3

| Term Credit Hours | 15 |

### Year 3
#### Fall
- **ADV 3043** Qualitative Advertising Research: 3
- **Electives**: 10

| Term Credit Hours | 16 |

#### Spring
- **ADV 3031** Digital Analytics and Reporting: 3
- Select one of the following: 3
  - **ADV 3171** Diamond Edge Communication²
  - **ADV 3185** Advertising Internship²
- **Electives**: 10

| 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

| Term Credit Hours | 22 |

#### Spring
- Select one of the following: 3
  - **ADV 4102** Advertising Campaigns
  - **ADV 4103** National Student Advertising Competition²
  - **ADV 4044** Account Planning: 3
### Electives

<table>
<thead>
<tr>
<th>Term Credit Hours</th>
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<tbody>
<tr>
<td>Total Credit Hours:</td>
<td>16</td>
<td>130</td>
</tr>
</tbody>
</table>

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.