

Bachelor of Arts in Advertising: Brand Strategy & Research Concentration

Students following this concentration 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, 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: Brand Strategy & Research 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 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		12
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 ¹	
ADV 3185	Advertising Internship ¹	
Select one of the following:		
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition ¹	
Brand Strategy & Research Requirements		9
ADV 3031	Digital Analytics and Reporting	

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 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	

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.

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

Year 1		Credit Hours
Fall		
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 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 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 Elective ¹		3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15
Year 3		
Fall		
Advertising Elective ¹		3
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 Communication ²	
ADV 3185	Advertising Internship ²	
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		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
Term Credit Hours	16
Total Credit Hours:	124

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.