

Bachelor of Arts in Advertising: Copywriting Concentration

Copywriters are responsible for the words and ideas that drive marketing communications in all its forms. Students in this concentration take three advanced courses to help develop their conceptual skills and writing talents. The Portfolio class provides students the opportunity to collaborate with Art Directors and produce a professional-quality portfolio. Students following the Copywriting concentration take ADV 3022, ADV 3023, and ADV 4064.

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: Copywriting 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 2121 | Introduction to Copywriting | |
| Select two of the following: | | |
| ADV 2111 | Introduction to Marketing | |
| 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 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 | |
| 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 | |
| Copywriting Requirements | | 9 |
| ADV 3022 | Copywriting for Print and Web | |
| ADV 3023 | Copywriting for Radio, TV and Video | |

| | | |
|--|--|-----------|
| ADV 4064 | Advertising Portfolio | |
| 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 | |
| ADV 3004 | Klein Online Marketing Challenge | |
| ADV 3008 | Television Promotion: On-Air, Online, On Social | |
| ADV 3011 | Data Visualization and Advertising | |
| Total Credit Hours | | 48 |

³ 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 2021-2022 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 2121 | Introduction to Copywriting | 3 |

| | | |
|------------------------------|---|---|
| Select one of the following: | | 3 |
| ADV 2111 | Introduction to Marketing | |
| 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 |

Term Credit Hours **15**

Spring

| | | |
|-----------------------------------|---|---|
| Select one of the following: | | 3 |
| ADV 2111 | Introduction to Marketing | |
| 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 |

Term Credit Hours **15**

Year 3

Fall

| | | |
|-----------------------------------|-------------------------------|----|
| Advertising Elective ¹ | | 3 |
| ADV 3022 | Copywriting for Print and Web | 3 |
| Electives | | 10 |

Term Credit Hours **16**

Spring

| | | |
|------------------------------|---|----|
| ADV 3023 | Copywriting for Radio, TV and Video | 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 4064 | Advertising Portfolio | 3 |
| Electives | | 10 |

Term Credit Hours **16**

Total Credit Hours: **124**

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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.