

# Bachelor of Arts in Advertising: Media Planning Concentration

This concentration prepares students for careers in digital and traditional media buying and planning and media sales. These skills are highly valued by corporations, media companies, media sales organizations, media buying and planning firms, research companies and advertising agencies. Students will study Digital Analytics and Reporting (ADV 3031), Advertising Sales (ADV 3033), and Advanced Media Planning (ADV 4054).

## Requirements for the Degree

### Summary of Requirements

1. University requirements:
  - a. New students are required to complete the General Education (GenEd (<http://bulletin.temple.edu/undergraduate/general-education>)) 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 (<http://bulletin.temple.edu/undergraduate/media-communication/#collegerequirementstext>).
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: Media Planning Requirements

Code	Title	Credit Hours
<b>1000-Level Core Requirements</b>		<b>12</b>
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
ADV 1196	Persuasive Writing	
ADV 1103	Digital Media and Advertising	
<b>2000-Level Core Requirements</b>		<b>9</b>
Required Course		
ADV 2131	Introduction to Media Planning	
Select two of the following:		
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2141	Introduction to Brand Strategy and Research	
ADV 2151	Introduction to Art Direction: Visual Communication	
<b>Upper-Level Requirements</b>		<b>12</b>
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 <sup>1</sup>	
ADV 3185	Advertising Internship <sup>1</sup>	
Select one of the following:		
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition <sup>1</sup>	
<b>Media Planning Requirements</b>		<b>9</b>
ADV 3031	Digital Analytics and Reporting	

ADV 3033	Advertising Sales	
ADV 4054	Advanced Media Planning	
<b>Advertising Electives</b>		<b>6</b>
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 3008	Television Promotion: On-Air, Online, On Social	
ADV 3011	Data Visualization and Advertising	
ADV 3042	Quantitative Advertising Research	
ADV 3101	Creative Thinking for Advertising	
Total Credit Hours		48

<sup>1</sup> 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: Media Planning Concentration

### Requirements for New Students starting in the 2018-2019 Academic Year

Year 1		Credit Hours
<b>Fall</b>		
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
<b>Spring</b>		
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
<b>Year 2</b>		
<b>Fall</b>		

ADV 2131	Introduction to Media Planning	3
Select one of the following:		3
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
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

<b>Spring</b>		
Select one of the following:		3
ADV 2111	Introduction to Marketing	
ADV 2121	Introduction to Copywriting	
ADV 2141	Introduction to Brand Strategy and Research	
ADV 2151	Introduction to Art Direction: Visual Communication	
Advertising Elective <sup>1</sup>		3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3
Term Credit Hours		15

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

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

<b>Year 4</b>		
<b>Fall</b>		
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

<b>Spring</b>		
Select one of the following:		3
ADV 4102	Advertising Campaigns	
ADV 4103	National Student Advertising Competition <sup>2</sup>	
ADV 4054	Advanced Media Planning	3

Electives	10
Term Credit Hours	16
Total Credit Hours:	124

<sup>1</sup> See the list of elective options under Requirements. The courses students can take to fulfill their advertising electives will vary from semester to semester.

<sup>2</sup> ADV 3171, ADV 3185, and ADV 4103 require special permission from instructor.