Advertising

The Advertising Major

The advertising major prepares students for careers in business and industry or for graduate education. Students majoring in advertising find career opportunities in professions requiring applied communication expertise. Graduates are qualified for positions in the creative and account sides of advertising within businesses, agencies and media.

To receive a bachelor of arts degree in advertising, a student must earn at least 120 credits. A minimum of 72 credits must come from courses other than ADVRT, P R or JL MC. At least 50 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level courses or above. Advertising majors are required to take:

- MKT 340 Principles of Marketing 3
- SP CM 212 Fundamentals of Public Speaking 3
- STAT 101 Principles of Statistics (or another approved statistics course) 4

The degree requirements allow for a minimum of 34 credits and a maximum of 48 credits to be taken in ADVRT, JL MC, or P R. These include:

- JL MC 101 Mass Media and Society 3
- JL MC 110 Orientation to Journalism and Communication 1
- JL MC 201 Reporting and Writing for the Mass Media (C+ or better) 3
- ADVRT 230 Advertising Principles 3
- ADVRT 301 Research and Strategic Planning for Advertising and Public Relations 3
- ADVRT 334 Advertising Creativity (C+ or better in ADVRT 334 or ADVRT 336) 3
  or ADVRT 336 Advertising Account Management
- ADVRT 434 Advertising Campaigns 3
  or ADVRT 436 Advertising Portfolio Practicum
- JL MC 460 Law of Mass Communication 3
- ADVRT 499 Professional Media Internship 3

Additional recommended courses and requirements for the advertising major are available from the Greenlee School.

Students taking one major at the school may not seek a second major or minor in the school. All students are required to take a second major or minor outside the school as an area of expertise. A Designated Area of Concentration (DAC) outside the school may be used in place of a minor or second major with faculty approval.

Minors

The Greenlee School offers a minor in advertising and a minor in journalism and mass communication.

For a minor in advertising or journalism and mass communication, students complete 15 credits, including JL MC 101. The other 12 credits, at least 9 of which must be from Iowa State University, are selected from course offerings in the advertising and journalism and mass communication majors, including:

6 credits from the following:
- ADVRT 230 Advertising Principles
- ADVRT 301 Research and Strategic Planning for Advertising and Public Relations
- ADVRT 335 Advertising Media Planning
- P R 220 Principles of Public Relations
- P R 301 Research and Strategic Planning for Advertising and Public Relations
- P R 305 Publicity Methods
- JL MC 341 Contemporary Magazine Publishing
- JL MC 242 Visual Principles for Mass Communicators

6 credits from the following:
- JL MC 401 Mass Communication Theory
- JL MC 406 Media Management
- JL MC 453 Electronic Media Technology and Public Policy
- JL MC 454 Critical Analysis and History of the Moving Image
- JL MC 461 History of American Journalism
- JL MC 462 Media Ethics, Freedom, Responsibility