

Advertising

Chairperson: Jean Grow, Ph.D.

The advertising major teaches students to build brands in a global marketplace. To do that means engaging consumers, thinking strategically, and gaining critical insights in order to create content that moves consumers to action—whether it be casting a vote, buying a product, visiting a website, re-tweeting a post, making a donation in support of a cause, building brand advocacy, etc. Students also learn the social, legal, and ethical implications of advertising in a complex world.

The curriculum is both conceptual and applied with foundational courses in copywriting, account planning, design, media strategy and campaigns with an array of electives in areas such as sports promotion, mobile communication, social and emerging media, social media analytics, and international advertising and public relations, to name a few. These courses and a required internship allow students to specialize in a chosen area and develop a professional network.

Advertising Major

A total of 36 credits of course work must be completed for the major in advertising. Students with a major in advertising cannot take more than 48 credits in the mass communication areas (ADVE, COMM, DGMD, JOUR and PURE) and are required to take 72 credits outside of mass communication areas. The following courses must be completed toward the 36 credits:

Required Courses

ADVE 1400	Advertising Principles	3
ADPR 2100	Communication Design Toolbox	3
ADPR 2200	Media Writing	3
ADPR 3986	Internship in Advertising and Public Relations	3
ADVE 3000	Advertising Research and Account Planning	3
ADVE 3400	Advertising Copywriting	3
ADVE 4100	Advertising Media Planning	3
ADVE 4997	Advertising Campaigns	3
COMM 3800	Media Law	3
COMM 3900	Ethical Problems of Mass Communications	3
Choose two electives (6 credits) from ADVE, PURE, ADPR and/or any of the following courses:		6
CCOM 2000	Issues in Corporate Communication	
CCOM 4700	Corporate Advocacy	
CMST 3410	Intercultural Communication	
CMST 4260	Communication Technologies in the Workplace	
CMST 4270	Communicating in Multinational Organizations	
CMST 4400	Cross-Cultural Communication in the United States	
DGMD 2205	Introduction to Digital Media Production	
DGMD 2250	Intermediate Digital Media Production	
DGMD 2335	Introduction to Scriptwriting	
DGMD 2555	Corporate Media	
DGMD 2565	The Business of Entertainment	
DGMD 2710	Sound Design	
DGMD 3510	Sales and Promotion	
ENTP 3001	Understanding Entrepreneurship	
JOUR 1200	Basic News Photography	
PSYC 3201	Introductory Social Psychology	
THAR 1150	Acting for Non-Theatre Majors	
Total Credit Hours		36

The following courses are also required but do not count as hours in the major:

CMST 3300	Persuasion	3
ECON 1001	Introduction to Economics	3
or ECON 1103	Principles of Microeconomics	

MARK 3001	Introduction to Marketing	3
PSYC 1001	General Psychology	3
And one of the following:		3
COSC 1000	Introduction to Computer Science	
MATH 1700	Modern Elementary Statistics	
PSYC 2001	Psychological Measurements and Statistics	
BUAD 1560	Introduction to Statistics and Business Analytics	
Total Credit Hours		15

Typical Program for Advertising Majors

Freshman

First Term	Hours	Second Term	Hours
COMM 1050	1	COMM 1100	3
COMM 1000	3	COMM 1200	3
ENGL 1001	3	ADVE 1400	3
UCCS History	3	Second Language or UCCS Diverse Culture	3-4
Second Language or UCCS Diverse Culture	3-4	PHIL 1001	3
THEO 1001	3		
		16-17	15-16

Sophomore

First Term	Hours	Second Term	Hours
ADPR 2100 or CMST 3300	3	ADPR 2100 or CMST 3300	3
ADPR 2200	3	COMM 2500	3
MATH 1700 (or UCCS Science)	3	ECON 1001 or 1103	3
PSYC 1001	3	MATH 1700 (or UCCS Science)	3
UCCS Diverse Culture or Minor/elective course	3	UCCS Diverse Culture or Minor/elective course	3
		15	15

Junior

First Term	Hours	Second Term	Hours
MARK 3001	3	ADPR 3986	3
PHIL 2310	3	COMM 3900	3
ADVE 3000	3	Minor/elective courses	6
ADVE 3400	3	Major elective	3
UCCS Literature/Performing Arts	3		
		15	15

Senior

First Term	Hours	Second Term	Hours
ADVE 4100	3	ADVE 4997	3
COMM 3800	3	Major/minor electives	11
UCCS Theology	3		
Major elective	3		

Minor/elective course	3	
	15	14

Total credit hours: 120-122

Advertising Minor

Students are required to complete 18 credits (6 required and 12 elective credits) to complete the Advertising minor.

Required Courses

ADVE 1400	Advertising Principles	3
ADPR 2200	Media Writing	3
Choose two courses from ADVE and two additional courses from remaining ADVE, ADPR or PURE 3200.		12
Total Credit Hours		18