

ADVERTISING, BACHELOR OF ARTS (727P, 727)

Program Coordinator

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If you're passionate about creativity, strategic thinking, and shaping brands through communication, the WKU AD Major offers an exciting and fulfilling career path. Advancing technology, changing consumer behavior, and new media platforms are providing employment opportunities in well-paid, hi-tech fields. Relevant classes, real-world projects, competitions, and hands-on internships will prepare you to launch your own brand or for careers in media, agency, or corporate advertising.

Specific objectives of the Advertising major:

- Acquaint students with important concepts, methods, and examples of successful advertising communication strategies;
- Provide students with training to make strategically sound analysis of advertising decisions;
- Provide students with opportunities to apply knowledge and creativity to real-world advertising situations;
- Develop students' ability to present well-reasoned conclusions and recommendations in written and oral presentations and to encourage continued self-education and personal development.

Program Requirements (36 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

Admission Requirements

Students wishing to enter the major in Advertising initially are admitted as majors seeking admission (reference 727P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of COMM 200 with a grade of "C" or better and 9 additional hours in general education;

All courses in the major must be completed with a grade of "C" or better. At least one-half of the hours in the major must be at the 300 or 400 level.

Code	Title	Hours
Required Courses:		
COMM 200	Communication Foundations	3
AD 230	Digital Tools	3
AD 240	Advertising in a Digital World	3

AD 300	Research in Advertising and Public Relations	3
or COMM 300	Introduction to Applied Communication Research	
or SOCL 302	Social Research Methods	
or PS 302	Research Design in Political Science	
AD 321	Communications Analytics in Public Relations and Advertising	3
AD 330	Branding	3
AD 349	Advertising Media	3
AD 410	Portfolio	3
or AD 489	AD Internship or Practicum	
MKT 220	Basic Marketing Concepts	3
Select six hours of restricted electives from the following courses: ¹		6
AD 250	Personal Branding	
AD 410	Portfolio	
AD 489	AD Internship or Practicum	
COMM 346	Persuasion	
COMM 362	Organizational Communication	
COMM 364	Crisis Communication	
MKT 322	Integrated Marketing Communications	
MKT 325	Personal Selling	
MKT 331	Social Media Marketing	
PR 255	Fundamentals of Public Relations	
UX 330	User Interface Design	
Choose one diversity elective from the following:		3
COMM 363	Interracial Communication	
COMM 365	Intercultural Communication	
COMM 371	Communication in Multinational Organizations	
FLK 280	Cultural Diversity in the U S	
SOCL 362	Social Institutions: Race, Class, and Gender	
SOCL 375	Diversity in American Society	
SMC 310	Media Diversity	
Total Hours		36

¹ With departmental approval, students may opt to substitute one of the following courses in fulfillment of an elective requirement: AD 400, AD 415, AD 495.
A minor, certificate, or second major is required.

Finish in Four Plan - Advertising (727)

First Year			
Fall	Hours	Spring	Hours
COMM 145		3 ENG 100	3
Colonnade: Quantitative Reasoning		3 HIST 101 or HIST 102	3
VJP 261 or VJP 131 (or other Colonnade: Arts & Humanities)		3 AD 230	3
IDST 175 (OR World Language, if needed)		3 AD 240	3

PR 255 (or Colonnade: Social and Behavioral Sciences)		3 Colonnade: Natural & Physical Science	3
		15	15
Second Year			
Fall	Hours	Spring	Hours
Colonnade: Natural & Physical Science with Lab		3 ENG 200 or RELS 200	3
MKT 220		3 COMM 365 or SMC 310 (or other Diversity Elective)	3
COMM 200		3 AD 300 or COMM 300 (or equivalent research course)	3
AD 321 or PR 321		3 COMM 349 (or Colonnade: Systems)	3
Restricted Elective		3 2nd Major/Certificate/ Minor Course	3
		15	15
Third Year			
Fall	Hours	Spring	Hours
AD 330		3 AD 489	3
AD 349		3 AD Elective	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
		15	15
Fourth Year			
Fall	Hours	Spring	Hours
AD Elective		3 AD 410	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
2nd Major/Certificate/ Minor Course		3 2nd Major/Certificate/ Minor Course	3
General Elective		3 General Elective	3
		15	15
Total Hours 120			