

ADVERTISING, MA (NOT ADMITTING STUDENTS)

Contact

Beth Egan, Program Director
449 Newhouse 3, 315-443-4015

Faculty

Beth Egan, Faren Karimkhan, Daniela Molta, Kevin O'Neill, Rebecca Ortiz, Carrie Riby, Edward W. Russell, Mel White

Program Description

Advertising is a fast-paced industry, changing with the times and, along with other communications professions, riding the digital wave into new waters. Our one-year, intensive advertising graduate program prepares students to work in this exciting industry and gives them the professional strategies they'll need to succeed and thrive.

This 36-credit program leads to a Master of Arts (M.A.) in Advertising.

Student Learning Outcomes

In addition to the comprehensive Newhouse School learning outcomes listed in the School's Educational Mission (<https://coursecatalog.syracuse.edu/graduate/public-communications/>), students in the Advertising Master's program are expected to achieve the following additional learning outcome:

1. Present advertising ideas, plans, research, strategies and executions in settings appropriate to their career paths.

Program Requirements

Code	Title	Credits
Required Courses		
ADV 523	Digital Branding and Strategy	3
ADV 604	Seminar in Advertising Practice and Leadership	3
ADV 611	Strategic Principles and Practices	3
ADV 612	Strategic Brain: Account Planning and Research	3
ADV 613	Strategic Brain: Media Planning	3
ADV 615	Creative Brain	3
ADV 625	Integrated Advertising Campaigns	6
COM 697	Advertising & Public Relations Law	3
VIS 607	Graphic Design Fundamentals	3
Newhouse Electives		
Electives with a focus on branding, data, design, fashion, insights, marketing, research, production, social media, sports promotion, strategy or video are highly recommended. Select 6 credits of electives from the following:		6
ADV 526	Fashion Advertising and Promotion	
ADV 645	International Advertising	
COM 605	Quantitative Methods for Mass Communications Research	
COM 606	Qualitative Methods for Mass Communications Research	
COM 628	Social Media Strategy and Practice	

MMI 606	Strategic Content Management
MMI 625	Advanced Media Business
MMI 634	Trendspotting in Digital Media
MMI 665	Web Development & Design for Media
SMC 624	The Sports Media Pitch
TRF 595	Programming and Audience Analysis
TRF 653	Short-form Production
TRF 696	Research for Entertainment Media
VIS 507	Intermediate Design and Production for Non-Majors
VIS 517	Interactive Fashion Communications
Electives outside of Newhouse are only allowed by petition with the permission of the department chair.	

Total Credits **36**