

ADVERTISING, BS

Contact

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Faculty

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Recognized as one of the top advertising and digital branding programs in the country, the advertising major in the S.I. Newhouse School of Public Communications helps students to become "big thinkers" and future advertising leaders. The curriculum provides an interdisciplinary approach to learning, introducing students to both the theory and practice of the advertising business through project-based experiences using real clients.

Besides taking core courses in advertising and communications, students will select one of two tracks - the Creative Track or the Insights & Strategy Track - and take 9 credits concentrated in the respective selected topic area.

This major requires 39 credits in communications.

Student Learning Outcomes

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

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

Major Requirements

Code	Title	Credits
Required Courses		
ADV 206	Advertising Practice in a Diverse Society	3
ADV 208	The Big Idea in Advertising	3
ADV 307	Conceptual and Creative Thinking in Media Planning	3
ADV 509	Advertising Research and Planning: A Case Study Approach	3
COM 107	Communications and Society	3
COM 117	Multimedia Storytelling	3
Select one of the following:		3
COM 346	Race, Gender, and the Media	
COM 348	Beauty and Diversity in Fashion Media	
COM 350	Topics in Media, Diversity and Inclusion	
COM 507	Communications Law for Advertising and Public Relations	3
VIS 207	Introduction to Graphic Design	3
Track Requirement		
Select one of the following Tracks:		9
Creative Track		

Insights & Strategy Track

Capstone Requirement		
ADV 425	Integrated Advertising Campaigns	3
Total Credits		39

Creative Track

Code	Title	Credits
ADV 401	Portfolio I	3
ADV 421	Portfolio II	3
ADV 431	Portfolio III	3
Total Credits		9

Insights & Strategy Track

Code	Title	Credits
Choose coursework that adds up to nine credits. Internship credits do not count towards this requirement.		9

Required: One ADV course.

Students may choose more than one ADV course.

ADV 345	International Advertising
ADV 507	Strategic Media Planning
ADV 523	Digital Branding and Strategy
ADV 526	Fashion Advertising and Promotion
COM 415	Digital Nation
COM 425	Social Platforms, Processes, and Perspectives
COM 427	Social Media for Communicators
MMI 434	Trendspotting in Digital Media
TRF 496	Research for Entertainment Media
TRF 595	Programming and Audience Analysis

Any Newhouse course 300 level or above can be petitioned.

Total Credits	9
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Grammar Competency Requirement

Students must complete a grammar competency as part of their degree requirements. There will be two ways students can satisfy this competency:

- First, by passing a grammar competency exam during their first semester on campus. The exam will be given twice - once before the end of the first week of classes and a second time prior to registration the next semester. A passing grade on the exam will fulfill the competency requirement.
- Secondly, by passing COM 101 Practical Grammar for Public Communications, a 0-credit grammar course which will be mandatory for students who fail the grammar competency exam. This course can be repeated until a passing grade is earned and the competency is met.

Students must meet the grammar competency to receive a degree.

Global Experience

The Global Experience requirement may be fulfilled by studying abroad or taking an approved class. A list of courses that fulfill this requirement can be found in the Newhouse Guidebook. If a student chooses to take a Newhouse class to fulfill this requirement, the additional Newhouse hours will be added to the 122 credits needed for graduation if the student has reached the Newhouse credit maximum.

Total: 39 Newhouse credits required.

Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)