

# BACHELOR OF ARTS IN ADVERTISING AND INTEGRATED COMMUNICATIONS

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The BA in Advertising and Integrated Communications prepares you for a future in advertising by considering the rapidly developing new technologies in persuasive communication, the increasingly engaged consumer and the consumer experience, interactive and digital media and its vast influence, and the emerging challenges brought forward by artificial intelligence (AI) in the service of the discipline. As a major in advertising, you will master key skills in innovative and creative thinking to shape and inform the strategic and tactical decisions needed for jobs in the industry. You will also develop expertise that can be applied to a broader network of related careers such as social media, brand management, media buying, public relations, audience and market research, corporate communications and more.

Practical experience, internship opportunities, meetings with industry professionals, and an in-house agency provide the opportunity to build a strong portfolio of work while studying in the program and further complement your professional and personal interests. The BA in Advertising and Integrated Communications program combines academics and real-world collaboration to position you for a successful career in communications.

## BA in Advertising and Integrated Communications Curriculum

Students majoring in Advertising and Integrated Communications must meet the following requirements for graduation:

Code	Title	Credits
<b>University Curriculum</b> <sup>1</sup>		<b>46</b>
<b>Required School of Communications core courses</b>		
COM 120	Media Industries and Trends	3
COM 130	Visual Design	3
COM 140	Storytelling	3
<b>School of Communications requirements</b>		
Global Issues and Cultures, select two courses		6
Additional courses outside the SoC, one of which must be at the 200 level or higher		6
Seminars for Success		
COM 101	Communications First-Year Seminar	1
COM 201	Media Career Development	1
<b>Required major courses</b>		
ADPR 102	Principles Adv/Integrated Comm	3
ADPR 201	Writing for Strategic Comm	3
ADPR 215	Web, Mobile & Interactive Design	3
ADPR 320	Strategies for Social Media	3
ADPR 332	Communication Research & Analysis	3

ADPR 335	Media Systems and Planning	3
ADPR 410	Branding Strategies	3
ADPR 485	Advertising and Integrated Communication	3
COM 490	Communications Career Internship	3
<b>ADPR elective</b>		
Any course in Department of Advertising and Public Relations		3
<b>Open elective</b>		
Any School of Communications elective		3
<b>Minor courses</b>		<b>18</b>
<b>Total Credits</b>		<b>120</b>

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All students must complete the 46 credits of the University Curriculum (<http://catalog.qu.edu/academics/university-curriculum/>). Students majoring in Advertising and Integrated Communications will complete their Integrative Capstone Requirement within the major with ADPR 485. In place of those credits, the student will select an additional unrestricted course in the University Curriculum.

## Minor Requirement

All students majoring in advertising and integrated communications are required to complete a minor (typically 18 credits) that will complement their career and/or personal interests. This minor can be from any program either within or outside the School of Communications. However, a student majoring in advertising and integrated communications may not minor within the Department of Advertising and Public Relations, in the advertising and public relations minor.

## Student Learning Outcomes

Upon completion of this program, students will be able to demonstrate the following competencies:

- Information fluency and analysis** – Analyze, assess and strategically employ data related to audiences and media content.
- Media Literacy** – Understand the modern media landscape and how to capitalize on the strengths of different media technologies.
- Social intelligence** – Demonstrate an ability to work effectively and responsibly within groups and manage relationships with clients, team members and audiences to achieve individual and common goals.
- Design thinking and production** – Implement basic multimedia production techniques and work effectively with content creators to produce deliverables related to campaigns.
- Effective communication** – Write effectively in a variety of formats for maximum audience impact.
- Critical and creative thinking** – Understand the principles of branding, cohesive messaging and reputation management to apply how communication strategies and tactics integrate for a large-scale campaign from concept to delivery.

## Admission Requirements: School of Communications

The requirements for admission into the undergraduate School of Communications programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions (<http://catalog.qu.edu/general-information/admissions/>) page of this catalog.