

# 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.

**The BA in Advertising and Integrated Communications requires a minimum of 120 credits for degree completion.**

| Code   | Title   | Credits   |
|--|---|-----------|
| <b>University Curriculum (<a href="https://catalog.qu.edu/academics/university-curriculum/">https://catalog.qu.edu/academics/university-curriculum/</a>)<sup>1</sup></b> |   | <b>46</b> |
| <b>Required School of Communications core courses<sup>2</sup></b>  |   |           |
| COM 120  | Media Industries and Trends                               | 3         |
| COM 130  | Visual Design   | 3         |
| COM 140  | Storytelling  | 3         |
| <b>School of Communications requirements<sup>3</sup></b>   |   |           |
| Global Issues and Cultures, select two courses   |   | 6         |
| Seminars for Success   |   |           |
| COM 101  | Communications First-Year Seminar                         | 1         |
| COM 201  | Media Career Development                                  | 1         |
| <b>Required major courses</b>  |   |           |
| ADPR 102   | Introduction to Advertising and Integrated Communications | 3         |
| ADPR 201   | Writing for Advertising and Public Relations              | 3         |
| ADPR 320   | Strategies for Social Media                               | 3         |
| ADPR 332   | Communication Research & Analytics                        | 3         |
| ADPR 335   | Media Planning  | 3         |
| ADPR 410   | Branding Strategies                                       | 3         |

|  |   |            |
|--|---|------------|
| ADPR 485   | Advertising and Integrated Communications Campaigns | 3          |
| COM 490  | Communications Career Internship                    | 3          |
| <b>ADPR Electives</b>                                    |   |            |
| Select two of the following:                             |   | 6          |
| ADPR 101   | Intro to Public Relations                           |            |
| ADPR 215   | Web, Mobile & Interactive Design                    |            |
| ADPR 222   | Persuasion  |            |
| ADPR 230   | Entertainment Advertising & Public Relations        |            |
| ADPR 240   | Public Relations Management                         |            |
| ADPR 309   | Public Diplomacy                                    |            |
| ADPR 311   | Sports Public Relations (sps 311)                   |            |
| ADPR 341   | Corporate Public Relations                          |            |
| ADPR 343   | Nonprofit Public Relations                          |            |
| ADPR 344   | Global Public Relations Management                  |            |
| ADPR 345   | Investor Relations and Financial Communication      |            |
| ADPR 346   | Health Communication                                |            |
| ADPR 348   | Event Planning                                      |            |
| ADPR 349   | Media Relations                                     |            |
| ADPR 400   | Special Topics                                      |            |
| ADPR 405   | The Agency  |            |
| ADPR 450   | Crisis Communication Management                     |            |
| Other courses with chair's approval                      |   |            |
| <b>Open SoC Elective</b>                                 |   |            |
| Select any course in the School of Communications        |   | 3          |
| <b>Free Electives</b>                                    |   |            |
| Select two additional courses from across the university |   | 6          |
| <b>Minor courses</b>                                     |   | <b>18</b>  |
| <b>Total Credits</b>                                     |   | <b>120</b> |

<sup>1</sup> 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.

<sup>2</sup> Core must be completed by end of sophomore year.

<sup>3</sup> A minimum of 45 credits of a student's total number of credits (includes major, minor, UC, electives, etc.) must be taken at the 200 level or higher.

## 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.

**Shown below is one of many possible paths through the curriculum. Each student's individual academic plan is crafted in consultation with their academic adviser. Course availability, potential transfer credits, student**

goals, and course prerequisite completion may influence the course plan for each student.

| Course                            | Title   | Credits   |
|-----------------------------------|---|-----------|
| <b>First Year</b>                 |   |           |
| <b>Fall Semester</b>              |   |           |
| EN 101                            | Introduction to Academic Reading and Writing              | 3         |
| FYS 101                           | First-Year Seminar  | 3         |
| ADPR 102                          | Introduction to Advertising and Integrated Communications | 3         |
| COM 120                           | Media Industries and Trends                               | 3         |
| COM 140                           | Storytelling  | 3         |
| COM 101                           | Communications First-Year Seminar                         | 1         |
| <b>Credits</b>                    |   | <b>16</b> |
| <b>Spring Semester</b>            |   |           |
| EN 102                            | Academic Writing and Research                             | 3         |
| COM 130                           | Visual Design   | 3         |
| MA 170                            | Probability and Data Analysis                             | 3         |
| Minor Course #1                   |   | 3         |
| University Curriculum Course      |   | 3         |
| <b>Credits</b>                    |   | <b>15</b> |
| <b>Second Year</b>                |   |           |
| <b>Fall Semester</b>              |   |           |
| ADPR 201                          | Writing for Advertising and Public Relations              | 3         |
| COM 201                           | Media Career Development                                  | 1         |
| Minor Course #2                   |   | 3         |
| University Curriculum Course      |   | 3         |
| University Curriculum Course      |   | 3         |
| University Curriculum Course      |   | 3         |
| <b>Credits</b>                    |   | <b>16</b> |
| <b>Spring Semester</b>            |   |           |
| ADPR 332                          | Communication Research & Analytics                        | 3         |
| ADPR Elective                     |   | 3         |
| Minor Course #3                   |   | 3         |
| University Curriculum Lab Science |   | 4         |
| University Curriculum Course      |   | 3         |
| <b>Credits</b>                    |   | <b>16</b> |
| <b>Third Year</b>                 |   |           |
| <b>Fall Semester</b>              |   |           |
| ADPR 320                          | Strategies for Social Media                               | 3         |
| MSS 340                           | Communications Law and Policy                             | 3         |
| Minor Course #4                   |   | 3         |
| Global Issues and Cultures Course |   | 3         |
| University Curriculum Course      |   | 3         |
| <b>Credits</b>                    |   | <b>15</b> |
| <b>Spring Semester</b>            |   |           |
| ADPR 335                          | Media Planning  | 3         |
| School of Communications Elective |   | 3         |
| Minor Course #5                   |   | 3         |
| Global Issues and Cultures Course |   | 3         |
| University Curriculum Course      |   | 3         |
| <b>Credits</b>                    |   | <b>15</b> |

#### Fourth Year

##### Fall Semester

|                              |                                  |   |
|------------------------------|----------------------------------|---|
| ADPR 410                     | Branding Strategies              | 3 |
| COM 490                      | Communications Career Internship | 3 |
| Minor Course #6              |                                  | 3 |
| University Curriculum Course |                                  | 3 |
| University Curriculum Course |                                  | 3 |

##### Credits

**15**

##### Spring Semester

|                              |   |   |
|------------------------------|---|---|
| ADPR 485                     | Advertising and Integrated Communications Campaigns | 3 |
| ADPR Elective                |   | 3 |
| University Curriculum Course |   | 3 |
| Free Elective                |   | 3 |

##### Credits

**12**

##### Total Credits

**120**

## 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 (<https://catalog.qu.edu/general-information/admissions/>) page of this catalog.