The BA in Advertising and Integrated Communications program prepares students to understand and apply principles of advertising, branding and audience analytics in creating campaigns that maximize the strategic impact of content for web, social media, mobile devices and traditional media. Students use their knowledge of planning, media systems, audience and consumer trends, principles of storytelling, visual design and multimedia production to strategize and create content appropriate for such environments as advertising, public relations and social media agencies, branded content newsrooms, media organizations and corporate communications.

BA in Advertising and Integrated Communications

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

### Code | Title | Credits | Required School of Communications core courses
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COM 120 | Media Industries and Trends | 3 |
COM 130 | Visual Design | 3 |
COM 140 | Storytelling | 3 |

### School of Communications requirements

- 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 | 1 |
- COM 101 | Communications First-Year Seminar | 1 |
- COM 201 | Media Career Development | 1 |

### Required major courses

- STC 102 | Principles of Advertising and Integrated Communications | 3 |
- JRN/SPS 106 | Multimedia Production Techniques (SPS 106) or FTM 110 | 3 |
- Single Camera Production |
- STC 201 | Writing for Strategic Communications | 3 |
- STC 215 | Web, Mobile and Interactive Design | 3 |
- STC 320 | Strategies for Social Media | 3 |
- STC 332 | Communication Research and Analysis | 3 |
- STC 335 | Media Systems and Planning | 3 |
- STC 410 | Branding Strategies | 3 |
- STC 485 | Advertising and Integrated Communications Campaigns | 3 |

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 STC 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 Strategic Communication in advertising and integrated communications or public relations.

### Student Learning Outcomes

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

1. **Information fluency and analysis** – Analyze, assess and strategically employ data related to audiences and media content.
2. **Media Literacy** – Understand the modern media landscape and how to capitalize on the strengths of different media technologies.
3. **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.
4. **Design thinking and production** – Implement basic multimedia production techniques and work effectively with content creators to produce deliverables related to campaigns.
5. **Effective communication** – Write effectively in a variety of formats for maximum audience impact.
6. **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.