

ADVERTISING MAJOR (B.S.)

Purpose

The purpose of the Bachelor of Science in Advertising program is to prepare students for successful careers in the dynamic and evolving field of advertising. Through a comprehensive curriculum, students will gain a strong foundation in advertising principles, creative strategies, communication management, research methods, and ethical practices. The program fosters critical thinking, problem-solving, and communication skills, enabling graduates to excel in various advertising roles and contribute meaningfully to the industry and society.

Program Learning Outcomes

The student will be able to:

- apply advertising principles, theories, and practices.
- analyze advertising challenges.
- develop advertising campaigns.
- apply Biblical worldview to the field of advertising

Programs of Study

Delivery Format: Online Only

- Advertising (B.S.) - Creative
- Advertising (B.S.) - Management

Career Opportunities

- **Copywriter:** Crafting compelling and persuasive copy for advertisements, websites, social media, and other marketing materials.
- **Art Director:** Developing the visual concepts and designs for advertising campaigns.
- **Creative Director:** Leading creative teams and overseeing the development of advertising campaigns.
- **Account Manager:** Managing client relationships and ensuring that campaigns meet their needs and objectives.
- **Media Planner:** Developing media strategies and plans to reach target audiences.
- **Brand Manager:** Developing and managing brand strategies and ensuring consistent marketing efforts.
- **Marketing Manager:** Overseeing the overall marketing strategy for a product or service.
- **Social Media Manager:** Developing and managing social media strategies and content.
- **Digital Marketing Specialist:** Executing digital marketing campaigns, including SEO, PPC, and email marketing.
- **Content Marketing Manager:** Creating and managing content marketing strategies.
- **User Experience (UX) Designer:** Designing user-friendly and engaging digital experiences.
- **Public Relations Specialist:** Managing communication with the public and media.
- **Market Research Analyst:** Conducting market research to gather insights about consumer behavior.

- **Sales Representative:** Using advertising and marketing knowledge to sell products or services.

Additional Steps for Career Advancement

While a BS in Advertising provides a strong foundation for these careers, students may need to take additional steps to achieve specific career objectives:

- **Internships:** Gaining practical experience through internships is highly recommended for all students.
- **Portfolio Development:** Building a strong portfolio of creative work is essential for those pursuing creative roles.