ADVERTISING, BS

for the degree of Bachelor of Science Major in Advertising

ADVERTISING (ADV), offers students the opportunity to learn and think about advertising as a way of modeling the mind, as a material reflection of social structure, as a fundamentally modern phenomenon, as an art form, and even as a basis for community, by drawing on insights from psychology, sociology, history, literature, and anthropology. This program will thoroughly infuse the understanding of consumer behavior and message knowledge base and, therefore, provide a long-lasting education for students.

Programs in Advertising

Undergraduate Programs:

• major: Advertising, BS
• major: Computer Science & Advertising, BS
• minors: Public Relations | Media

Graduate Programs:

• degree: Advertising, MS
• degree: Strategic Brand Communication, MS