

LEARNING OUTCOMES: ADVERTISING, BS

Learning outcomes for the degree of Bachelor of Science Major in Advertising

Students graduating with the BS in Advertising will be able to:

1. Evaluate the ethical, economic, legal, cultural, and historical dimensions of advertising in a global society.
2. Conduct research and analyze data to develop appropriate use metrics for advertising planning.
3. Ethically meet brand objectives and reach diverse audiences by critically evaluating and analyzing media outlets
4. Apply creative concepts and innovative thinking to produce culturally relevant brand storytelling and content creation.
5. Create strategic brand communications built on research and evidence-based strategies appropriate for the intended audience.
6. Effectively collaborate within diverse teams to design and deliver strategic and engaging presentations.