

Bachelor of Arts in Advertising

About This Program

Students in the Bachelor of Arts in Advertising program receive broad-based training in the written, visual, oral, and critical thinking skills required for entry into the field of advertising and marketing communications. Advertising courses prepare students for a wide range of roles as strategic communicators in agencies, private industry, and the public sector or as entrepreneurs with an understanding of advertising as part of a total marketing strategy. Required courses and electives give students theoretical foundations as well as practical experience in marketing research; media planning; creative design and copywriting; social media and digital marketing; and print, digital, and broadcast production. Internships with local agencies and community organizations are encouraged and facilitated. Students can expect to complete the program with hands-on experience presenting advertising concepts and campaigns to real-world clients, a professional-quality portfolio of work-samples, a career-focused résumé, and excellent prospects for career entry in the advertising industry.

Competencies

1. Upon completion of this major, students will have competency in demonstrating knowledge of the history of advertising and marketing communication.
2. Upon completion of this major, students will have competency in understanding career opportunities and behavioral expectations in commercial businesses, social agencies, trade organizations, government, and the fields of education, sports, and entertainment.
3. Upon completion of this major, students will have competency in utilizing strong written, oral, visual, and digital communication skills.
4. Upon completion of this major, students will have competency in applying the concepts of advertising and marketing communication, marketing research, audience analyses, and persuasion in the development of individual advertisements as well as integrated marketing communication and branding campaigns.
5. Upon completion of this major, students will have competency in understanding the role of advertising in contemporary integrated marketing communication planning.

Admissions Criteria

DECLARING A MAJOR

All undergraduate students seeking to declare a major in the Department of Communication must meet the following criteria:

- Completion of a minimum of 12 hours in residence at The University of Texas at Arlington with a minimum cumulative GPA of 2.25/4.0.

Students who do not meet these minimum requirements can request to be admitted as an intended major. Please see restrictions below.

INTENDED MAJOR

1. Completion of a minimum of 12 hours in residence at The University of Texas at Arlington with a minimum cumulative GPA of 2.0/4.0.
2. Intended majors may enroll in up to a total of 18 hours in the Department of Communication (ADVT, BCMN, COMS, CTEC, JOUR, PCOM, PREL)
3. Students who do not achieve a cumulative UT Arlington GPA of 2.25/4.0 by the completion of 18 hours in the Department of Communication will not be cleared to continue in the department.

DISMISSAL FROM INTENDED STATUS

Students who do not meet the requirements for declaring a Department of Communication major after completing eighteen (18) hours of communication course work will not be allowed to take additional communication courses at UT Arlington. The student will be suspended from the Department of Communication Intended status and must choose a major not offered by the Department of Communication at that time in order to remain enrolled at UT Arlington.

Curriculum

Foundations

General Core Requirements (<https://catalog.uta.edu/academicregulations/degree requirements/generalcore requirements/>)

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Students must complete specific courses in certain core areas.

For Communication select:

ENGL 1301 & ENGL 1302	RHETORIC AND COMPOSITION I and RHETORIC AND COMPOSITION II
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College of Liberal Arts Core

Select two courses (1441, 1442) in any foreign language.

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UNIV 1101 or UNIV 1131	CAREER PREPARATION AND STUDENT SUCCESS STUDENT SUCCESS
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Advertising Foundations

MATH 1308 or MATH 1309	ELEMENTARY STATISTICAL ANALYSIS ^{1, 2} STATISTICAL LITERACY	3
ECON 2305	PRINCIPLES OF MACROECONOMICS ^{1, 2}	3

Advertising Specialization

COMS 1301	FUNDAMENTALS OF PUBLIC SPEAKING ¹	3
COMM 2311	WRITING FOR MASS MEDIA ¹	3
COMM 3300	COMMUNICATION TECHNOLOGY	3
COMM 3303	COMMUNICATION GRAPHICS ¹	3
COMM 3310	COMMUNICATION LAW & ETHICS	3
COMM 3315	COMMUNICATION THEORY	3
PREL 2338	INTRODUCTION TO PUBLIC RELATIONS ¹	3
PREL 3320	STRATEGIC SOCIAL MEDIA COMMUNICATION ¹	3
ADVT 2337	INTRODUCTION TO ADVERTISING ¹	3
ADVT 3304	STRATEGIC COMMUNICATION I ¹	3
ADVT 3305	ADVERTISING MEDIA ¹	3
ADVT 3306	STRATEGIC COMMUNICATION II ¹	3
ADVT 4300	DIGITAL INTEGRATED MARKETING COMMUNICATION (IMC) MANAGEMENT ¹	3
ADVT 4301	ADVERTISING AND IMC CAMPAIGNS ¹	3
Elective within the department at the 3000/4000 level.		3

Minor, Certificate, or Electives

Select a minor, certificate, or electives sufficient to bring total hours to 120 with 36 at the 3000/4000 level. A minor, selected in consultation with an advisor, consists of 18 hours, 6 of which must be at the 3000/4000 level. Certificates in Digital Media, Professional Communication, and Fundraising and Nonprofit Management are easily combined with this degree. 18

Total Hours**120**

¹ ADVT majors must obtain a minimum grade of C (2.0/4.0 scale) or higher in all of these classes included MATH 1309.

² This course satisfies a general education core requirement. Students taking it to satisfy core requirements will have additional elective hours available for a minor or certificate.

Program Completion

To graduate as a major in the Department of Communication students must:

1. Meet the UT Arlington graduation standard of a minimum GPA of 2.0/4.0.
2. Meet the department graduation standard of a minimum cumulative GPA of 2.0/4.0 in all department courses (ADVT, BCMN, COMS, CTEC, JOUR, PCOM, PREL).

Advising Resources

Advisors assist with many tasks via email:

- Remove enrollment holds.
- Evaluate progress and make course suggestions.
- Assist choosing majors/minors.
- Help enrolling/dropping courses.

For more assistance students may schedule in-person or virtual appointments in advance, thru the advising resources webpage link, or drop by our office.

Location:

126 Fine Arts Building

Email:

commadvising@uta.edu

Phone:

817-272-5760

Web:

Department of Communication Advising Resources (<https://www.uta.edu/academics/schools-colleges/liberal-arts/departments/communication/advising/>)