Program Overview

The Advertising concentration at Middle Tennessee State University’s School of Journalism prepares students for both creative and management careers.

Students are taught to write and create print advertisements and broadcast commercials, and they learn principles of media planning and advertising management.

The faculty who teach advertising have diverse professional experience. In addition to teaching, they remain active as consultants and researchers.

The Ad Club, for advertising majors and minors, allows students to become actively involved in extracurricular activities and participate in the Nashville Advertising Federation’s activities. The Nashville Advertising Federation allows students to learn about internships and particular areas of advertising by “shadowing” a professional.

Scholarships

Parente Merit Advertising Scholarships
Two or more recipients per year, $500-$750 awarded to each. Requirements: Based on academic achievement and contributions to the Advertising Club.

The Outstanding Media Student Award
The Outstanding Media Student Award goes to the student with the highest point total in Advertising Media Planning (ADV 3480) over a two-semester period.

The Weazer Farwell Scholarship
The Weazer Farwell Scholarship is given to a Journalism major who has earned a grade point average of 3.4 or greater in journalism classes and an overall grade point average of 3.0 or greater.

Applicants must submit their top five reasons for choosing advertising and public relations as a course of study in writing or through digital or other media. Applications may be submitted along with name and M-number to the School of Journalism office.
Program Requirements

After being admitted to candidacy in the Advertising sequence, a student must meet the following requirements:

**FOUNDATIONS** (6 credits)
JOUR 1020 American Media and Social Institutions
JOUR 3650 Free Expression, Mass Media and the American Public

**WRITING/DESIGN** (12 credits)
Writing
JOUR 2710 Media Writing
ADV 4160 Advertising Copywriting
PR 3360 Public Relations Communication

Design
Choose one:
PR 3380 Public Relations Publications
GRAF 2950 Media Design Applications

**CONCEPTUAL TOPICS** (12 credits)
ADV 3020 Survey of Advertising
Choose two:
GRAF 2010 Media Design and Visual Language
JOUR 3510 Media History and American Culture
JOUR 4250 Mass Media Law
JOUR 4210 Mass Communication and Society
JOUR 4660 Mass Media Research
JOUR 4780 Media and Markets
JOUR 4790 Global News and World Media Cultures
JOUR 4850 Ethics and Mass Communication

**PROFESSIONAL TOPICS** (6 credits)
Choose two:
ADV 3480 Advertising Media Planning
ADV 4160 Advertising Copywriting
ADV 4230 Advertising Management
Or Upper Division Elective with Advisor's Permission

**SPECIAL/SENIOR TOPICS** (3 credits)
ADV 4170 Advertising Campaigns

**PRACTICUM/INTERNSHIP or UPPER-DIVISION ELECTIVE** (1-3 credits)
JOUR 3580 Practicum
JOUR 4000 Internship

Total hours in the College: 37-39

Courses

**ADV 3020 Survey of Advertising**
Three credits. Overview of advertising principles and practices, including the role of advertising in society and the marketplace, consumer behavior, advertising media, budgeting and planning, and the creation and production of advertising messages.

**ADV 3480 Advertising Media Planning**
Three credits. Prerequisites: admission to candidacy. Planning, implementation and evaluation of media objectives and strategy in advertising, including media characteristics and limitations, budgeting, and evaluation of media strategies.

**ADV 4160 Advertising Copywriting**
Three credits. Prerequisites: admission to candidacy. Advanced techniques and skills in the writing and design of advertising messages, emphasizing print and electronic media. Lab required.

**ADV 4170 Advertising Campaigns**
Three credits. Prerequisites: admission to candidacy; ADV 3480 and 4160, or permission of instructor. Planning, designing, and executing all phases of a complete advertising campaign. An opportunity for advanced students to synthesize and apply skills from previous courses.

**ADV 4230 Advertising Management**
Three credits. Prerequisites: admission to candidacy; ADV 3480 and 4160 or permission of instructor and junior standing. Problems, decisions and decision-making processes of advertising managers. Emphasis on decision making across functional areas of advertising process.