

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN ADVERTISING AND PUBLIC RELATIONS

Advertising is the practice of producing information to promote the sale of products or services. Professionals in advertising create and communicate advertising strategies, develop advertising campaigns, and promote and sell products, services and brands.

Advertising majors at Youngstown State University take courses in marketing communication, integrated marketing campaigns, media planning and buying, consumer behavior, and marketing research.

career opportunities

Advertising professionals are involved in creating campaigns to convince consumers to purchase or use certain products. Campaigns are launched through a variety of menus including television, billboards, and social media. The advertisements are created to enhance the public's perception and to get people excited about a product.

All business majors are strongly encouraged to complete internships. Internships are career-related work experiences that enable students to apply their knowledge and skills in an organizational setting. In the WCBA, internships that are approved for academic credit must be paid. Completing a career-related internship increases a student's job opportunities upon graduation.

student experiences

Advertising majors at Youngstown State University have the opportunity to build their leadership skills through various student various WCBA student organizations (<http://www.yсу.edu/academics/williamson-college-business-administration/student-organizations-and-experiences/>).

COURSE	TITLE	S.H.
FIRST YEAR REQUIREMENT -STUDENT SUCCESS SEMINAR		
YSU 1500	Success Seminar	1-2
or SS 1500	Strong Start Success Seminar	
or HONR 1500	Intro to Honors	

GENERAL EDUCATION

Core Competencies		
ENGL 1550	Writing 1	3-4
or ENGL 1549	Writing 1 with Support	
ENGL 1551	Writing 2	3
CMST 1545	Communication Foundations	3
Mathematics requirement <small>Met through MATH 1552 (see Business Tool)</small>		
Knowledge Domains		
Arts and Humanities (6 s.h.)		
PHIL 2628	Business Ethics (required for major)	3
Arts and Humanities elective		
Natural Sciences (2 courses, 1 with lab) (7 s.h.)		
Social Science (6 s.h.) <small>Met through ECON 2610 and ECON 2630 (see Business Tool)</small>		
Social and Personal Awareness (6 s.h.)		

BUSINESS TOOL COURSES

Business tool courses must be completed with the grade of a "C" or higher and CANNOT be taken credit/no-credit.		
BUS 1500	Exploring Business	3
BUS 2600	Business Applications of Microsoft Excel	3

MATH 1552	Applied Mathematics for Management	4
ECON 2610	Principles 1: Microeconomics	3
ECON 2630	Principles 2: Macroeconomics	3
MGT 2604	Legal Environment of Business 1	3
ACCT 2602	Financial Accounting	3
ACCT 2603	Managerial Accounting	3
ENGL 3742	Business Writing	3
ECON 3788	Statistics for Business and Economics 1	3

BUSINESS CORE REQUIRED COURSES

To enroll in upper level business courses student must have successfully completed ENGL 1549 or 1550, ENGL 1551, PHIL 2628, CMST 1545, all business tool courses and have a minimum 2.5 overall GPA.

Upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.		
BUS 3715	Principles of International Business	3
BUS 3700	Business Analytics	3
FIN 3720	Business Finance	3
MKTG 3702	Business Professionalism	1
MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
MGT 3761	Management Information Systems	3
MGT 3789	Operations Management	3
MGT 4850	Strategic Management and Leadership	3

ADVERTISING/PUBLIC RELATIONS REQUIRED COURSES

ADV 3710	Basic Public Relations	3
ADV 3711	Marketing Communications	3
ADV 3712	Creative Strategies in IMC	3
ADV 3717	Media Planning and Buying	3
ADV 4855	IMC Campaigns	3
MKTG 3726	Consumer Behavior	3
MKTG 4815	Marketing Research and Analytics	3

ADVERTISING/PUBLIC RELATIONS COURSES

Select 6 SH of upper level MKTG or ADV courses.		
UPPER LEVEL BUSINESS COURSES		3
Select 3 SH of upper level busienss courses (ACCT, ADV, BUS, ENT, FIN, MKTG, MGT)		
NON-BUSINESS ELECTIVE		5
Total Semester Hours		120-122

Year 1

Fall		S.H.
YSU 1500	Success Seminar	1-2
or SS 1500	or Strong Start Success Seminar	
or HONR 1500	or Intro to Honors	
ENGL 1550	Writing 1	3-4
or ENGL 1549	or Writing 1 with Support	
BUS 1500	Exploring Business	3
MATH 1552	Applied Mathematics for Management	4
CMST 1545	Communication Foundations	3
Semester Hours		14-16

Spring

ENGL 1551	Writing 2	3
PHIL 2628	Business Ethics	3
ECON 2610	Principles 1: Microeconomics	3
BUS 2600	Business Applications of Microsoft Excel	3
GE: Arts & Humanities		3
Semester Hours		15

Year 2**Fall**

ACCT 2602	Financial Accounting	3
ECON 2630	Principles 2: Macroeconomics	3
ENGL 3742	Business Writing	3
MGT 2604	Legal Environment of Business 1	3
GE: Lab Science		4
Semester Hours		16

Spring

ACCT 2603	Managerial Accounting	3
MKTG 3702	Business Professionalism	1
ECON 3788	Statistics for Business and Economics 1	3
ADV 3710	Basic Public Relations	3
GE: Natural Science		3
GE: SPA		3
Semester Hours		16

Year 3**Fall**

MKTG 3703	Marketing Concepts and Practice	3
MGT 3725	Fundamentals of Management	3
ADV 3711	Marketing Communications	3
BUS 3700	Business Analytics	3
GE: Social and Personal Awareness		3
Semester Hours		15

Spring

MKTG 3726	Consumer Behavior	3
MGT 3761	Management Information Systems	3
FIN 3720	Business Finance	3
BUS 3715	Principles of International Business	3
Advertising/Marketing Course	<small>Internship Recommended</small>	3
Semester Hours		15

Year 4**Fall**

ADV 3712	Creative Strategies in IMC (fall term only)	3
ADV 3717	Media Planning and Buying (fall term only)	3
MGT 3789	Operations Management	3
Upper Level Business Course		3
Non Business Elective		2
Semester Hours		14

Spring

ADV 4855	IMC Campaigns (spring term only)	3
MGT 4850	Strategic Management and Leadership	3
MKTG 4815	Marketing Research and Analytics	3
Upper Level Advertising/Marketing Course		3
Non-Business Courses		3
Semester Hours		15

Total Semester Hours **120-122**

- Students will demonstrate knowledge and understanding of marketing communication theories and concepts.
- Students will demonstrate effective marketing communication skills.
- Students will develop skills to recognize, analyze and solve marketing communication problems through critical thinking.
- Students will be able to apply learned knowledge and skills to develop a comprehensive integrated marketing communication campaign.

ENGL 1550, ENGL 1551, Business Tool and upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.

To enroll in upper level Business courses students must have successfully completed ENGL 1550, ENGL 1551, PHIL 2628, CMST 1545, all Business Tool courses AND have a minimum 2.5 overall GPA.

Learning Outcomes