

Advertising (ADV)

The advertising major at North Park is an interdisciplinary major which integrates the resources of three departments: School of Business and Nonprofit Management, Communications, and Art. Students in this major will take courses from each of these departments as core requirements. Students will also be expected to select a track which will focus their program towards one of the sponsoring departments.

The purpose of this program is to broadly prepare students for a career in advertising and communications. The Bachelor of Science degree is designed to give each student expertise in the selected track while also exposing them to the interactive understandings and synthesizing that the other two subject areas contribute to the field. These concepts are essential to the field of advertising and communications. In this program, students will be exposed to the ethical issues that are encountered in the field and expected to develop the value sensitivity that will help them make responsible value judgments about advertising and the broader communications arena.

Major requirements for the B.A. degree in Advertising

Required semester hours

34 sh

Prerequisites and supporting courses

14 sh

ART 1030, COMM 1910, COMM 2150, STAT 1490

Required core courses

ART 1100, 2080, 2081; BSE 2211, 2540, 2610, 3510, 3610, 3620, 3621, 3622, 3623, PHIL 2530

Notes and Restrictions

An internship is strongly recommended

Major requirements for the B.S. degree in Advertising

Required semester hours

60 sh

Prerequisites and supporting courses

14 sh

ART 1030, COMM 1910, COMM 2150, STAT 1490

Required core courses

ART 1100, 2080, 2081; BSE 2211, 2530, 2540, 2610, 3510, 3610, 3620, 3621, 3622, 3623; COMM 3450; PSYC 1000

Concentration Required Courses

16 sh

Creative Design Concentration

ART 3081, 3082 and 12 semester hours from ART 1040, 2010, 2017, 2018, 2060, 2100, 3100, 3060, COMM 2155, 2175, 2355, 3355

Media Planning Concentration

BSE 3640, 3690; PSYC 2100, 3100

See appropriate sections of the catalog for course descriptions.