

A dream, will forever be a dream, if no plan is made to fulfill it when we are young...



Every five adult Americans have a baccalurate owner

Thinking of Upgrading Your Degree?



Tuition and Fees (subject to change):

1 hour = \$131.40, In State

= \$181.98, Contiguous State.

Advertising

BA in Communication Studies with a Concentration in Advertising

Major Courses (24 hours)

Mass Media in a Free Society

Desktop Publishing Advertising*

Advertising*

Business & Professional Speaking

Multimedia Production

Advertising Copywriting Strategy & Tactics*

Advertising Management, Media Analysis & Planning

Advertising

Advertising Campaign Design & Analysis*

Departmental Core Courses (12 hours)

Communication & the Information Society

Diversity & Communication

Communication Research Methods

Issues & Applications in Communication

Two selected Courses (6 hours)

*** Courses offered in fall 2011, enroll now!**



✓ Learn understanding audiences through research

✓ Learn creating effective messages through research

✓ Learn putting message into effective channels through research

(785) 628-5365 CommDept@fhsu.edu

www.fhsu.edu/communication

Ask how many credits you can transfer

“If I were starting life over again, I am inclined to think that I would go into the advertising business in preference to almost any other.”

— Franklin D. Roosevelt,
U.S. President

“Advertising nourishes the consuming power of a men ... It spurs individual exertion and greater production.”

—Winston Churchill,
U.K. Prime Minister



Answer for “More Quotes”:

1. c; 2. b; 3. a; 4. d; 5. e; 6. f

“Doing business without advertising is like winking at a girl in the dark. You know what you’re doing, but nobody else does.”

—Stewart H. Britt,
American Social Psychologist

More Quotes

*(Want to know who are the quote authors?
Answers are on the other side)*

1. **“I have always believed that writing advertisements is the second most profitable form of writing. The first, of course, is ransom notes...”**

—Philip Dusenberry, _____

2. **“Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.”**

—David Ogilvy, _____

3. **“The most truthful part of a newspaper is the advertisements.”**

—Thomas Jefferson, _____

4. **“Advertising says to people, ‘Here’s what we’ve got. Here’s what it will do for you. Here’s how to get it.’”**

—Leo Burnett, _____

5. **“Kodak sells film, but they don’t advertise film. They advertise memories.”**

—Theodore Parker, _____

6. **“Advertising is salesmanship mass produced. No one would bother to use advertising if he could talk to all his prospects face-to-face. But he can’t.”**

—Morris Hite, _____

Choices: a. U.S. President; b. British Advertising Executive; c. American Advertising Executive; d. American Advertising Executive; e. American Transcendentalist; f. American Advertising Executive.

Find More Quotes? Your Thoughts?

Essential Career Options

Account Planner/Executive/Supervisor
Art/Creative Executive/Director
Business Analyst/Executive/Manager
Branding/Media Executive/Manager
Communication/Campaign Manager
Copywriter or PR/Speech Writer
Marketing Graphic Designer
Media Planner/Buyer
Media/Consumer Relations
Marketing, Promotion, and Sales
PR/Event Specialists

Selected Course Descriptions

COMM 347 Advertising

(3) This course is an overview of the field of advertising including advertising history; the idea systems behind advertising as a social/economic institution; the perspectives of supporters and critics; and the principles and elements of design.

COMM 656 Advertising Copywriting Strategy and Tactics

(3) This course examines the creative process including idea generation and execution of advertising copywriting and storyboards. The course will encompass the concepts of consumer motivation, perception, learning and attitudes as related to advertising tactics and strategies.

COMM 657 Advertising Management, Media Analysis and Planning

(3) This course focuses on the function of media, the relationship between advertising and marketing, the role of research, research sources, media mathematics, identifying target audiences, scheduling, and media avenues (newspapers, magazines, radio, etc.)

COMM 658 Advertising Campaign Design and Analysis

(3) This course involves the analysis and development of advertising campaigns aimed at gaining attention and acceptance of selected target audiences. An advertising campaign for a client will be developed.

COMM 680 Seminar in Communication

(1-3) Designed to give upper-level students an opportunity for in-depth study into areas of communication. Content will vary according to the needs of the upper-level student population.