

Choosing an ADVERTISING EMPHASIS

ADVERTISING MAJOR SHEET SUPPLEMENT

ADVERTISING DEPARTMENT

S.I. Newhouse School of Public Communications
Syracuse University

I. Introduction

In consultation with your faculty advisers, Advertising students should petition THREE courses which will help develop an academic Emphasis representing your individual advertising career goals. These courses may be in Newhouse or cross-disciplinary, covering fields in other colleges at Syracuse University. At least ONE of the courses must be a Newhouse course. Courses that apply toward the ADV major requirements cannot double-count in the Advertising Emphasis. (For example, ADV 509: Advertising Research is a required major course and cannot be used as one of the three courses in the Emphasis.) Petition forms, which should be used to declare the emphasis, are available in the Newhouse Undergraduate Advising and Records Office, Room 316, NH3. A petition form is also included on the last page in this packet.

Once the form is returned to the Newhouse Undergraduate Advising and Records Office and approved, the courses become part of your Advertising major. If your plans change, the petition must be amended by following the same process and filing a subsequent, updated petition with your new Emphasis.

Suggested Emphases are listed on the following pages. You may also petition other Emphases and take courses that are not listed in this document. Petitions must be approved by your Advertising faculty adviser, the Advertising Department chairperson, and the Newhouse Undergraduate Advising and Records Office by **April 1 of your sophomore year** to allow enough time to complete the Emphasis. Earlier approval is encouraged.

II. Policies Governing Credits in the Emphases

- **Newhouse courses:** At least ONE of the three courses must be a Newhouse course. Some Emphases may include two or three Newhouse classes.
- **Minor Restriction:** Courses approved for the Advertising Emphasis cannot also count in your minor.
- **Course level:** Courses must be 200-level or above.
- **Dual Majors:** Students with a dual major may overlap up to SIX credits of class work in their non-Newhouse major and their Advertising Emphasis.

- **Two Minors:** Students with two minors may overlap up to **THREE** credits of class work in one of their non-Newhouse minors and their Advertising Emphasis. Both minors MUST be completed !
- **Newhouse Diversity Requirement:** If you choose to use one of the three-credit diversity courses (COM 346 or COM 348) as part of your Advertising Emphasis, the Emphasis must include at least one other three-credit Newhouse course. In other words, you can use either *COM 346: Race, Gender and the Media* or *COM 348: Beauty and Diversity in the Fashion Media* as one of the three courses in the Advertising Emphasis as long as you have a second three-credit Newhouse course in the Emphasis. The third course may be a Newhouse class or a non-Newhouse class.
- **Market Research (MAR 356):** MAR 356 cannot be used as credits for the ADV Emphasis if you have a dual major in Marketing and you have petitioned to substitute MAR 356 Marketing Research for ADV 509 Advertising Research and Planning.
- **Other Overlapping Areas:** Non-Newhouse courses counting in Divisional Requirements, Additional Skills, or the Global Requirement may be used to fulfill both these requirements and the requirements in the Advertising Emphases, if appropriate.
- **One-Credit courses:** The Newhouse School offers a series of one-credit elective courses that might meet your interest and be included in the ADV Emphasis. You must take a series of 3 one-credit courses cumulatively to meet the three-credit requirement.
- **No Internship** credit allowed in Emphasis.
- **Courses in Study Abroad, Study in NYC, and Study in Los Angeles:**
 - Course options may be listed on individual web sites of the programs. Some courses may be petitioned to be counted toward Emphasis credits.
 - Study Abroad: Most courses are Arts & Sciences. Consider taking some of the courses to fill in your Arts and Sciences requirement. If appropriate, a course offered abroad may be petitioned as part of your Emphasis.
 - Study in NYC: Some courses might be considered for your Emphasis requirement. Check with the curriculum of study in NYC for more information.
 - Study in Los Angeles: Some courses might be considered for your Emphasis requirement. Check with the curriculum of study in Los Angeles and your faculty adviser for more information.

IV. How to read the Emphasis document?

- **Course Availability:**

Some courses within Newhouse and in areas outside of Arts and Sciences may be restricted to students who are in particular majors. Before petitioning an Emphasis that includes such courses, you should check the following in the course catalog and with individual departments for planning purposes:

- Course availability: Is the course offered every semester, once per year (spring or fall) or irregularly?
 - Course prerequisites: Does the course have any prerequisites?
 - Special permission: Do students need special permission from the department or instructor before signing up for the class?
 - Wait list: Does the department offer a wait list form that can be filled in by students?
- **Frequency of Offering Code** appears in both the printed and online course catalogs. These codes indicate how often a course is offered and may help with your planning.

Frequency of Offering Codes in parentheses: S=every semester, Y=at least once every academic year, E=offered when fall semester is an even year, O=offered when fall is an odd year, SI=upon student interest, IR=irregularly, SS=summer session only.

V. Examples of Emphases

The following lists provide samples of Emphases that represent professional interest areas including:

- **Account/Project Management ----- P. 6**
- **Creative Copywriting and Art Direction ----- P. 8**
- **Media/Communication Planning ----- P. 9**
- **Digital Advertising ----- P. 12**
- **Account and Strategic Planning ----- P. 14**
- **Advertising Production ----- P. 17**

You may develop a professional Emphasis that is not listed in this document, but it should fit in your interest area.

Account/Project Management

This Emphasis focuses on building and managing brands, specifically from an advertising perspective. Students develop an appreciation for the brand as the central focus of any ad campaigns. Special emphasis will be put on the promotion and protection of brands to ensure appropriate return on investment. Brand equity, image, knowledge, and perception are key elements in this subject area. A student should have an insatiable appetite for studying all aspects of advertising, including creative, digital, media, insights, and production, as well as a strong interest in learning social-cultural trends and critical sectors of both domestic and global economy. Digital and social media strategies are required skills these days. Students should aim to be proficient at these by the time they have completed the Emphasis.

Skills: Students should develop strong verbal, writing, storytelling, and critical thinking skills. Students should also be digitally savvy and understand data analytics. Strong ethical and global sensitivities, and strong leadership and management skills are important. In addition, students should understand relationship building, be capable of multi-tasking, and develop an agile mind to cope effectively with intense pressures from colleagues and clients. Students should learn how to effectively coordinate advertising campaigns and therefore communicate clearly to all those involved as a critical part of account/project management.

Entry-level positions: Assistant Account Executives (AAE), Junior AE, Marketing Coordinators, etc.

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ADV courses

- ADV 523 Digital Branding and Strategy (S)
- ADV 507 Strategic Media Planning (Y) FALL ONLY (ADV 307 pre-req)
- ADV 345 International Advertising (Y) SPRING ONLY
- ADV 300 Comparative Culture and Advertising (Study Abroad in London; summer every other year; upcoming new title: International Advertising) (IR)
- ADV 300.1: Who's Your Data? (Y)

Newhouse courses

- COM 427 Social Media for Communicators (S)
- TRF 444 Production Management (S)
- TRF 483 Communication Industry Frontiers (Y)

Others: Open to petition

Non Newhouse Courses

Presentation and Persuasion

- CRS 325 Presentational Speaking (S)
- PSY 393 Personality (S)

Global Culture and Marketplace

- HST 321 Modern China (Y)
- HST/AAS 326 Africa since 1800 (Y)
- HST/SAS 329 Making of Modern India (Y)
- HST 337 America in the World (IR)
- HST 359 Modern Britain: 1850 to the Present (IR)
- HST 360 Modern France from Napoleon (IR)
- HST 395 Modern Japan (offered less regularly) (O)
- HST 397 Modern Korea (offered less regularly) (E)
- LAS 318/ANT 322 South American Cultures (IR)
- LAS 335/PSC 334 Mexico and the United States (O)
- LAS/SPA 433 Business Spanish (Spanish proficiency required) (S)
- PSY 375 Cross-Cultural Psychology (IR)
- SOM 354 Managing in a Global Setting* (S)

* For Newhouse and Whitman dual majors_

Information Technology

- IST 263 Web Design and Management (Y)
- IST 419 Economics for Information Managers (Y)
- IST 443 Critique of the Information Age (Y)
- IST 486 Social Media in the Organization (Y)
- IST 565 Data Mining (SI)

Socio-Economic Issues

- ECN 304 Economics of Social Issues (Y)
- ECN 365 The World Economy (S)
- ECN 431 Public Economics (Y)
- SOC 248 Ethnic Equalities and Intergroup Relations (S)
- WGS/SOC 305 Sociology of Sex & Gender (S)
- WGS/CRS 414 Communication and Gender (E)

Entertainment and Popular Culture

- HOM 419 Music and Media (O)
- HOM/WGS 473 Women, Rap, Hip-Hop Feminism (IR)
- HOM 482 The Roots of Global Pop (E)
- HOM 571 Popular Music Studies (IR)

Non Newhouse Courses continued

- WGS 395 Gender and Popular Culture (Y)

Other interests

- ANT 463 Global Health (IR)

- HTW 302 Influencing Healthy Behavior (S)
- HTW 303 Community and Environmental Health (S)
- SPM 224 Introduction to Sport Event Management (IR)
- SPM 324 Sponsorship and Promotion (IR)
- SPM 340 Sports, Media and Society (IR)
- SOC 367 Sociology of Sport (S)

Others: Open to petition.

Creative Copywriting & Art Direction

Students will develop their ability to generate big ideas and bring them to impressive, final portfolio execution. They'll come to understand how strategic thinking, positioning, and consumer insight combine to form a creative platform for originality. More specifically, students will develop the copywriting and art direction skills required for fully integrated campaigns, employing both traditional and new media. Advertising creativity is emphasized as the foundational value of the program. Strategic thinking that links different advertising vehicles and sustains thematic continuity is a key focus. **Students interested in the subject area MUST complete Portfolio I, II, and III in sequential order over three semesters on main campus offered by the ADV department. Students must pass the Department Portfolio Review before advancing to Portfolio II.**

Skills: Students should develop strong art direction, copywriting, storytelling, and strategic thinking skills. Students should also be digitally savvy and understand global culture. Strong ethical sensitivity and leadership skills are important. In addition, students should understand relationship building, be capable of multi-tasking, and develop an agile mind to cope effectively with intense pressures from colleagues and clients.

Entry-level positions in both traditional and digital ad agencies: Junior or assistant copywriter; junior or assistant art director

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ADV Courses for Creative Copywriting & Art Direction are listed on the next page.

ADV courses* for Creative Copywriting & Art Direction

- ADV 401 Portfolio I** (S) Prerequisite: ADV 208
- ADV 421 Portfolio II*** (S) Prerequisite: ADV 401
- ADV 431 Portfolio III**** (S) Required Culminating Class
(Prerequisite: ADV 421)

*Students interested in the subject area **MUST** complete Portfolio I, II, and III in sequential order over three semesters on main campus offered by the ADV department.

**ADV 401 is not open to seniors who have only two semesters left before graduation.

*** Students must pass the Department's Portfolio Review and officially declare the Emphasis on Creative Copywriting and Art Direction before advancing to ADV 421.

**** ADV 431 participates in a Portfolio Review in NYC each spring to showcase creative works and receive critiques from high-level creative directors of top ad agencies.

ADV 401 is the foundational course in the Emphasis in Copywriting & Art Direction, and any other potential creative areas. ADV 421 is an intermediate course that offers intensive instruction on a deeper, more advanced level in pursuit of a top-quality portfolio that includes fully integrated campaigns and multiple web/social media concepts. ADV 431 is the **required** culminating class in the Creative Emphasis. The class is designed to refine and complete a compelling, competitive professional portfolio that meets or exceeds the standards of the marketplace.

Media/Communication Planning

“Media is the New Creative.” This is a track showing how various media work creatively and effectively in an advertising context and how advertising practitioners leverage the multitude of media options to communicate the messaging to consumers effectively and efficiently. Understanding how an audience profile interacts with media is a main focus of media/communication planning, with special emphasis placed on gender, race and ethnicity, class, and sexual orientation issues. Different media systems in local, as well as the global, marketplaces are studied to understand media as a major and critical component to the success of an ad campaign. The rapid emergence of social media has made media/communication planning an extremely critical and dynamic career in advertising. Strategic thinking, storytelling and creative applications of audience profile to the media mix are emphasized in the track. The ability to think critically, analyze information and apply creative thinking to the situation is the key to a successful career in media.

Skills: Students should develop strong verbal, writing, storytelling, and critical thinking

skills. Students should also be digitally savvy and understand data analytics. Strong ethical sensitivity and strong management skills are important. In addition, students should understand relationship building, be capable of multitasking, be comfortable with and enjoy mathematics, and develop an agile mind to cope effectively with intense pressures from colleagues and clients.

Entry-level positions: Assistant Media Planner; Assistant Communication Planner, Assistant Media Buyer; Search/Social/Mobile Specialist; Media Research Analyst; Business Science Analyst, Sales Assistant

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ADV courses

Student choosing Media/Communication Planning as their Emphasis **MUST** take ADV 507, the required culminating class in the Media Planning Emphasis, along with two other elective courses to advance their media and communication planning skill. Students in ADV 507 will complete two advanced planning projects that showcase their data analytic, strategic thinking, and people skills that are essential in the communication planning industry. In brief, it's a course that offers students a great opportunity to merge their hidden art senses with scientific minds (math friendly) in the out-of-box media planning and sales projects. Students will be fully ready as an assistant communication/media planner to meet the requirements for the most popular and highly demanding job positions in ad industry after taking ADV 507.

- ADV 507 Strategic Media Planning (Y) – **Required** Prerequisite: ADV 307 FALL ONLY
- ADV/ICC 523 Digital Branding and Strategy (Y)
- ADV 300.1: Who's Your Data? (Y)

Newhouse courses

- COM 346 Race, Gender and the Media (S)
- COM 434 Trendspotting Digital Media (Y)
- COM 400 Human-Computer Interactions (Y)
- ICC 400 New Media Entrepreneurship (Y)
- COM 427 Social Media for Communicators (S)
- ICC 306 Applied Research in Content Management (IR)
- ICC 565 Designing Interactivity (S)
- TRF 483 Communication Industry Frontiers (Y)
- TRF 592 Film Business (S)
- TRF 594 Television Business (S)
- TRF 696 Research for Entertainment Media (Y) (Petition required)

Others: Open to petition

Non-Newhouse courses

Presentation

- CRS 325 Presentational Speaking (S)

Data Science and Analysis

- CPS 234 Introduction to Computer Thinking (for Non CIS majors) (for Non CIS majors)
- IST 341 User-Based Design (IR)
- IST 565 Data Mining (SI)
- MAT 221 Elementary Probability & Statistics I(S)
- PSY 252 Statistical Methods II (S)
- SOC 318 Introduction to Research (S)
- SOC 319/WGS 317 Qualitative Methods (Y)
- SOC 513 Statistics for Social Science (Y)

Information Technology

- IST 263 Web Design and Management of Internet Services (Y)
- IST 419 Applied Economics for Information Managers (Y)
- IST 443 Critique of the Information Age (Y)
- IST 486 Social Media in the Organization (Y)
- IST 523 Graphic Design for the Web (Y)

Demographics and Media Studies

- AAS 465 The Image of Blacks in Art and Film (Y)
- SOC/WGS 281 Sociology of Families (S)
- SPM 340 Sports, Media and Society (IR)
- WGS/SOC 305 Sociology of Sex & Gender (S)
- WGS 395 Gender and Popular Culture (Y)
- WGS/CRS 414 Communication and Gender (E)

Others: Open to petition

Frequency of Offering Codes in parentheses: **S**=every semester, **Y**=at least once every academic year, **E**=offered when fall semester is an even year, **O**=offered when fall is an odd year, **SI**=upon student interest, **IR**=irregularly, **SS**=summer session only.

Digital Advertising

Digital Advertising is one of the most dynamic and fast-growing areas in advertising today. It is evolving with the continual introduction of new formats, platforms, applications, and social networks. The courses in this emphasis give students the opportunity to learn about emerging media—including the ins and outs of social media—as well as digital branding, digital production and online metrics. Digital production will be centered on web design and its strategic and practical integration with more traditional advertising. Students interested in this emphasis should be studying foundational skills of integrated communications, as well as new media advertising.

Skills: Students should develop strong verbal, writing, storytelling, and critical thinking skills. Students should also be specialized in digital strategy/skills and understand data analytics. Strong ethical sensitivity and strong management skills are important. In addition, students should understand relationship building, be capable of multitasking, and develop an agile mind to cope effectively with intense pressures from colleagues and clients.

Entry level positions: Assistant Account Executive (AE), Digital Assistant Account Executive, Assistant Project Manager, Assistant Social Media Strategist, Content Strategist, Information Architect, Data Analyst, Data Scientist, Social Community Manager, Search Specialist, Digital Strategist, etc.

Frequency of Offering Codes in parentheses: **S**=every semester, **Y**=at least once every academic year, **E**=offered when fall semester is an even year, **O**=offered when fall is an odd year, **SI**=upon student interest, **IR**=irregularly, **SS**=summer session only.

ADV courses

Student choosing Digital Advertising as their Emphasis **MUST** take ADV 523, the Required Illuminating Class in the Digital Advertising Emphasis, along with two other elective courses to advance their media and communication planning skills. Advertising agencies and marketing companies consistently list digital advertising skills as one of the top criteria for hiring entry-level employees. Newhouse graduates consistently report back that the skills learned in this course have helped lead directly to job offers, and to faster advancement on the job.

- ADV/ICC 523 Digital Branding and Strategy (Y) **Required.** Prereq. ADV 307
- ADV 345 International Advertising (Y)
- ADV 300.1: Who's Your Data? (Y)

Newhouse Courses

- COM 434 Trendspotting Digital Media (Y)
- COM 400 Human-Computer Interactions (Y)
- COM 427 Social Media for Communicators (S)

- MND 504 Multimedia Projects (Y)
- ICC 510 Lean Digital Media Startups (1 credit)*(Y)
- ICC 510 Entrepreneurial Thinking for Media Professionals (1 credit)* (Y)
- ICC 510 New Ventures in Media (1 credit)* (Y)
- ICC 306 Applied Research in Content Management (IR)
- ICC 400 New Media Entrepreneurship (Y)
- ICC 565 Designing Interactivity (S)

***One-Credit courses:** Newhouse School offers a series of one-credit elective courses that might meet students' interest in ADV Emphasis, but students must take a series of 3 one-credit courses cumulatively to meet the three-credit requirement.

Others: Open to petition

Non Newhouse Courses

Presentation

- CRS 325 Presentational Speaking (S)

Information Technology

- IST 263 Design and Management of Internet Services (Y)

Information Technology continued

- IST 341 User-Based Design (IR)
- IST 419 Applied Economics for Information Managers (Y)
- IST 443 Critique of the Information Age (Y)
- IST 486 Social Media in the Organization (Y)
- IST 488 Social Web Technologies (Y)
- IST 565 Data Mining (SI)

Others: Open to petition

Account and Strategic Planning

Account and Strategic planning represents the link between the client, account management, creative development, and media planning. The career choice is an extension from market research and behavioral science as the foundation of account planning. Particularly, account planning focuses on strategic insights of consumer behaviors and a brand's DNA that are attuned to the emotions and thoughts of the target audiences of advertising messages. Students interested in account planning need to learn how to apply rigorous methodology and obtain valid market intelligence. Most importantly, students learn how to obtain key kernels of knowledge and emotion that will make advertising campaigns successful. Not surprisingly, courses to be studied in account planning are mostly embedded in the disciplines of advertising, anthropology, communications, marketing, psychology, and sociology.

Skills: Students interested in account planning should develop curiosity and resourcefulness. They should be comfortable identifying socio-cultural trends, designing and implementing qualitative/quantitative research, well versed in social media listening tools, and become skillful in uncovering unique insights. They should be capable of connecting strategy to execution. Account planners need superior storytelling, writing, and presentational skills, as well as global sensitivity and the ability to multi-task.

Entry-level positions: Junior Planner, Junior Analyst, Junior Insight Strategist, Junior Connection Strategists

Frequency of Offering Codes in parentheses: **S**=every semester, **Y**=at least once every academic year, **E**=offered when fall semester is an even year, **O**=offered when fall is an odd year, **SI**=upon student interest, **IR**=irregularly, **SS**=summer session only.

ADV courses

- ADV 507 Strategic Media Planning (Y) FALL ONLY
- ADV/ICC 523 Digital Branding and Strategy (Y)
- ADV 345 International Advertising (Y) SPRING ONLY
- ADV 300 Comparative Culture and Advertising (Study Abroad in London, Summer) (IR)
- ADV 300.1: Who's Your Data? (Y)

Newhouse courses

- COM 346 Race, Gender, and the Media (S)
- COM 400 Selected Topic: Human-Computer Interaction (Y)
- ICC 306 Applied Research in Content Management (IR)

Others: Open to petitions

Non Newhouse Courses

Research Methods

- AAS 525 Research Methods in African-American Studies (Y)
- ANT 481 Ethnographic Techniques (O)
- IST 565 Data Mining (SI)
- PSY 252 Statistical Methods II (S)
- PSY 313 Introduction to Research Methodology (S)
- SOC 318 Introduction to Research (S)
- SOC 319/WGS 317 Qualitative Methods in Sociology (S)
- SOC 513 Statistics for Social Science (Y)

Behavioral Analysis

- ANT 311 Anthropological Theory (S)
- HTW 302 Influencing Healthy Behavior (S)
- IST 341 User-Based Design (IR)
- PSY 274 Social Psychology (S)
- PSY 322 Cognitive Psychology (Y)
- PSY 323 Brain and Behavior (Y)
- PSY 375 Cross-Cultural Psychology (IR)
- PSY 393 Personality (S)
- PSY 432 Behavioral Analysis in Children (Y)

Popular Culture & Society

- ANT/LIN/WGS 472 Language, Culture, and Society (Y)
- HOM 419 Music and Media (O)
- HOM /WGS 473 Women, Rap and Hip-Hop Feminism (Y)
- HOM 482 The Roots of Global Pop (E)
- HOM 571 Popular Music Studies (IR)
- SOC 367 Sociology of Sport (S)
- SPM 340 Sports, Media and Society (IR)
- WGS 395 Gender and Popular Culture (Y)

Global Culture

- ANT/NAT 323 Peoples/Cultures of North America (IR)
- ANT/SAS/WGS 324 Modern South Asian Cultures (SI)
- ANT/HTW 463 Global Health (IR)

Global Culture continued

- HST 321 Modern China (Y)
- HST/AAS 326 Africa since 1800 (Y)
- HST/SAS 329 Making of Modern India (Y)
- HST 337 America in the World (IR)
- HST 359 Modern Britain: 1850 to the Present (IR)
- LAS 318/ANT 322 South American Cultures (IR)
- LAS/ANT 523 Globalization and Its Discontents in Latin America (Y)
- SOM 354 Managing in a Global Setting* (S)

* For Newhouse and Whitman dual majors

Demographics & Economics

- ANT 325 Anthropology of American Life in Film (Y)
- ANT 346 Gender Through the Ages (IR)
- ANT/WGS 553 Women and Social Change (E)
- ECN 304 Economics of Social Issues (Y)
- ECN 310 Special Topics: Economics of Personal Finance (IR)
- ECN 365 The World Economy (S)
- ECN 431 Public Economics (Y)
- GEO/ANT/WGS 367 Gender in a Globalizing World (IR)
- GEO 440 Race and Space (IR)
- SOC/WGS 281 Sociology of Families (S)
- SOC/AAS 353 Sociology of the African American Experience (E)
- SOC/WGS 364 Aging and Society (Y)
- WGS 301 Feminist Theories (Y)
- WGS/SOC 305 Sociology of Sex & Gender (S)
- WGS/SWK 326 Persons in Social Context (Y)
- WGS/CRS 414 Communication and Gender (E)
- WGS/CRS/WRT 436 Feminist Rhetoric(s) (IR)

Social Media and Information Technology

- IST 443 Critique of the Information Age (Y)
- IST 486 Social Media in the Organization (Y)

Others: Open to petition

Advertising Production

Advertising Production is an Emphasis created for students primarily interested in producing videos, interactive content and web designs. The explosion of social media has created remarkable growth in video consumption and this high volume of interactive video content has made production a suitable choice as an Advertising career.

A video producer is in charge of the production from ideation to execution of content across different platforms including traditional television, social media, and other digital platforms. A content/multimedia producer today can be a writer, podcaster, publisher, video producer, or graphic designer communicating unique information to audiences via multiple platforms. Web designers are skillful in both the aesthetic look and interactive strategy of web sites that reflect the company/brand mission especially in owned media. These career choices overlap to a great extent due to the common hybrid skillsets in advertising production.

Skills: Students interested in Video Production should develop aesthetic concepts and production processes involved in creating all forms of film, television and digital media. A fluency in the language of sight, sound and motion and some level of specialties are necessary. Students wishing to be Content Producers should be proficient writers in diverse formats from news stories, blogs, and social media posts to product descriptions as well as being critical thinkers to implement the branding and content strategies. Students specializing in Web Design should be familiar with the Adobe Creative Suite, Wordpress and content management systems, CSS, HTML, Sketch, UI/UX site structure planning, and digital branding strategy.

Entry-level positions in both traditional and digital ad agencies: assistant advertising producers, associate producers, assistant visual designers (VX), assistant video producers, cross platform creators, web designers, graphic designers, etc.

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Newhouse & Non-Newhouse courses

Video Production

Highly recommended courses:

- TRF 205 Sight, Sound, and Motion (S) (Pre-requisite to TRF400 level courses)
- TRF 453 Short Form Production (S)

Other optional courses:

- TRF 400 Visual Effects: Creating VFX Assets (Y)
- TRF 400 Visual Effects: Compositing (Y)
- TRF 444 Production Management (S)
- TRF 400 Cinematography (S)

- TRF 400 Sports Production (S)
- TRF 442 Multicamera TV Production (Y)
- TRF 451 Directing (S)
- TRF 456 Sound for Picture (Y)
- TRF 457 Music Underscore (Y)
- VIS 403 Video Storytelling (Y)

Content Production

Highly recommended courses:

- MAG 205 Editorial, Ethics and the Business of Magazines (S)
- MND 518 Critical Writing (Y)
- VIS 201 Introduction to Photography for Multimedia (S)
- VIS 403 Video Storytelling (Y)

Other optional courses:

- MND 411 Web & Mobile Story Production (S)
- MND 526 Beauty and Fashion Journalism (Y)
- VIS 501 Photography & Multimedia for Non-Majors (S)
- VIS 507 Intermediate Design & Production for Non-Majors

Web Design

Highly recommended courses:

- ADV 523 Digital Branding Strategy (Y)
- ICC 565 Designing Interactivity (S)
- ICC 575 Advanced Web Design (Y)

Other optional courses:

- MND 505 Digital News and Innovation (S)
- MND 506 Digital & News Leadership 1 cr. (S)
- MND 413 Emerging Media Platforms (S)
- MND 545 Virtual Reality Storytelling (S)
- MND 442 Using Data to Tell Stories (S)
- IST 523 Graphic Design for the Web (Y)

Others: Open to petition

The above samples of the curriculum represent professional areas which you may wish to pursue. With your Advertising adviser's help, you are also encouraged to develop a professional emphasis that may not be listed in this document.

Syracuse University

S.I. Newhouse School of Public Communications

ADVERTISING EMPHASIS PETITION

For Office Use
Only:

Mat. TERM _____

XL _____

SCN _____

DW _____

SG _____

Name _____ SUID# _____

Email _____ Phone _____ Date _____

You must complete at least one of the following. Please note the TITLE of the dual major and/or minor you are pursuing.

Minor: _____ Dual Major: _____ Expected Grad Term: _____

Have you previously submitted an ADV Emphasis Petition? ☐ Yes ☐ No

I RESPECTFULLY PETITION TO DECLARE THE FOLLOWING ADVERTISING EMPHASIS AS PART OF MY ADVERTISING MAJOR.

Title of Emphasis: _____

Brief rationale or description:

- Three required courses with at least one Newhouse course.
- Courses may not be part of your minor.

i.e. DEPT. PREFIX **ADV** COURSE # **401** TITLE **Portfolio I** CREDITS **3** Semester **Fall 19**

NEWHOUSE COURSE NUMBER AND TITLE _____

NEWHOUSE DEPT. PREFIX _____ COURSE # _____ TITLE _____ CREDITS _____ Semester _____

DEPT. PREFIX _____ COURSE # _____ TITLE _____ CREDITS _____ Semester _____

DEPT. PREFIX _____ COURSE # _____ TITLE _____ CREDITS _____ Semester _____

PLEASE LIST ALTERNATE COURSE CONSIDERATIONS BELOW (OPTIONAL, BUT RECOMMENDED)

DEPT. PREFIX _____ COURSE # _____ TITLE _____ CREDITS _____ Semester _____

DEPT. PREFIX _____ COURSE # _____ TITLE _____ CREDITS _____ Semester _____

DEPT. PREFIX _____ COURSE # _____ TITLE _____ CREDITS _____ Semester _____

Approval of Emphasis does not guarantee space in any of the above courses.

Student _____ Date _____ Adviser _____ Date _____

Chairperson _____ Date _____ Newhouse Advising & Records Office _____ Date _____