

Advertising and Communication : An Emphasis in the Faculty of Business Administration and Economics.

Coordinator: Najoie Nasr, D.B.A.

A student who completes the Emphasis in Advertising and Communication program receives a Bachelor of Business Administration degree (BBA) with an emphasis in Advertising and Communication.

After completion of the courses required by the emphasis in Advertising and Communication, students will be able to:

- Conduct a comprehensive opportunity analysis for a particular industry,
- Use a variety of research techniques to study the needs and preferences of the buying markets,
- Demonstrate a sound understanding of different promotional activities and media including digital advertising and social media,
- Develop creative briefs and put together a portfolio of ads,
- Evaluate advertising business strategies and practices,
- Plan and conduct integrated marketing communication campaigns,
- Show strong communication skills using meaningful persuasive techniques in writing and in oral presentations,
- Exhibit creativity and ability to work as part of a team.

Students intending to major in Business Administration with an emphasis in Advertising and Communication must first secure the approval of the Faculty and complete at least 74 credit hours in faculty requirements. Students entering as sophomores must complete a minimum of 104 credits of 200-level courses.

Students entering as freshmen must complete a minimum of 134 credits, of which 104 credits must be in 200-level courses.

General Education (30 cr.)

Core requirements for all HU students are listed on page 58.

Prerequisites

Students must complete the following courses and get a grade of 70 or higher during their sophomore year.

ACC 211 Fundamentals of Accounting	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.

Core Requirements (39 cr.)

ACC 211 Fundamentals of Accounting I	3 cr.
ACC 213 Cost and Managerial Accounting	3 cr.
BAD 231 Business Management	3 cr.
BAD 255 Operations Research	3 cr.
BAD 271 Managerial Economics	3 cr.
BAD 295F Senior Seminar: Capstone Course	3 cr.
ECO 201 Microeconomic Principles	3 cr.
ECO 202 Macroeconomic Principles	3 cr.
ECO 231 Economic Statistics I	3 cr.
ECO 232 Economic Statistics II	3 cr.
FIN 220 Financial Management	3 cr.
LST 261 Business Law	3 cr.
WRN 200 Work Ready Now	3 cr.

Electives (1 cr.)

Any elective in the Faculty of Business Administration & Economics 1 cr.

Advertising and Communication Requirements (25 cr.)

ADC 240 Introduction to Advertising	3 cr.
ADC 241 Marketing Management	3 cr.
ADC 242 Consumer Behavior	3 cr.
ADC 243 Consumer Communications and the Public	3 cr.
ADC 244 Marketing E-Commerce	3 cr.
ADC 246 Marketing Research	3 cr.
ADC 247 Integrated Marketing Communication	3 cr.
ADC 249 Entrepreneurial Marketing	3 cr.
ADC 299 Internship	1 cr.

MIS / Math Requirements	(6 cr.)
MIS 272 Management Information Systems	3 cr.
MAT 204 Math for Business and Economics	3 cr.

Business Communication Requirement	(3 cr.)
ENG 248 Business English	3 cr.