

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 industry, market, competitor, and consumer research to identify opportunities and support marketing decisions.
- Apply marketing and consumer-behavior concepts to segmentation, targeting, positioning, value creation, and persuasive communication.
- Develop creative briefs, portfolio-ready advertising executions, and integrated marketing communication campaigns across traditional, digital, and social media.
- Formulate and evaluate customer-centered marketing strategies for established and entrepreneurial organizations using appropriate research, analytics, and performance indicators.
- Communicate persuasively in written, visual, and oral formats while applying ethical, legal, cultural, technological, and public-interest judgment.
- Demonstrate creativity, teamwork, problem-solving, and professional conduct in collaborative projects and workplace settings.

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 60.

Core Requirements

(45 cr.)

ACC 211	Fundamentals of Accounting I*	3 cr.
ACC 213	Cost and Managerial Accounting	3 cr.
BAD 205	Business Ethics	1 cr.
BAD 210	Introductory Data Analysis with Excel	3 cr.
BAD 211	Business Statistics	3 cr.
BAD 231	Business Management	3 cr.
BAD 255	Models for Decision Making	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.
FIN 220	Financial Management	3 cr.
LST 260	Business Law	2 cr.
WRN 200	Work Ready Now	3 cr.
MIS 260	Business Data Analytics and Visualization	3 cr.
MIS 272	Management Information Systems	3 cr.

Electives

(4 cr.)

Any electives in the Faculty of Business Administration & Economics 4 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.

**Students must successfully complete ACC 211, ECO 201, and ECO 202 during their sophomore year, earning a minimum grade of 70 in each course.*

Courses in Advertising & Communication (ADC)

ADC 232 Sales Management (3 cr.)

An overview of selling and sales management. Findings of social sciences, latest technology and quantitative tools are used to educate sales representatives on effective selling. Topics covered include setting sale objectives; recruiting, training, compensating and motivating the sales force; forecasting sales and budgeting sales functions; measuring the effectiveness of sales programs. Prerequisite: ADC 241.

ADC 240 Introduction to Advertising (3 cr.)

This course introduces advertising as a strategic and creative component of marketing communication. Students apply consumer and competitive insights to positioning, communication objectives, creative and media strategies, and campaign evaluation; analyze advertisements and agency practices; and develop persuasive briefs, pitches, and advertising executions using relevant design tools. Prerequisite: ADC 241.

ADC 241 Marketing Management (3 cr.)

This course introduces the principles and practices of marketing management, with emphasis on creating customer value in changing competitive environments. Students analyze markets and marketing information, apply segmentation, targeting, and positioning, and develop coordinated product, pricing, distribution, and promotion decisions to address marketing opportunities and problems. Prerequisite: ECO 201. Corequisite: ENG 201.

ADC 242 Consumer Behavior (3 cr.)

This course examines the psychological, social, cultural, and situational factors that shape consumer behavior. Students apply concepts related to perception, learning, motivation, identity, attitudes, persuasion, group influence, and decision-making to generate consumer insights and develop effective segmentation, positioning, product, and communication strategies. Prerequisite: ADC 241.

ADC 243 Consumer Communications and the Public (3 cr.)

This course examines public relations as the strategic management of communication between organizations and their publics. Students apply research, planning, implementation, and evaluation to public opinion, media and social media relations, employee, government, community, and international relations, crisis communication, and ethical public relations writing and campaign development. Prerequisite: ADC 241.

ADC 244 Marketing E -Commerce (3 cr.)

This course examines e-marketing as an integrated framework for digital and social media strategy. Students analyze online consumer behavior and customer journeys; plan content, search, mobile, email, and social media activities; evaluate performance using analytics and key performance indicators; and address privacy, ethics, and responsible artificial intelligence use. Prerequisite: ADC 241.

ADC 245 International Marketing (3 cr.)

The course covers the variables of the marketing mix (i.e., product planning, pricing, distributing, and promoting) of a company operating overseas. The laws related to international marketing as well as the selection of marketing policies and techniques and the financial features of foreign trade are also covered. Prerequisite: ADC 241.

ADC 246 Marketing Research (3 cr.)

This course develops the ability to conduct systematic and ethical marketing research for evidence-based decisions. Students define research problems; design exploratory, descriptive, and causal studies; collect secondary and primary data; develop samples, measures, and questionnaires; analyze and interpret data; and communicate findings and recommendations in professional reports and presentations. Prerequisite: ADC 241. Prerequisite or corequisite: BAD 211.

ADC 247 Integrated Marketing Communication (3 cr.)

This course integrates advertising, public relations, sales promotion, direct marketing, and digital and social media communication into a coordinated strategic process. Students use consumer insights to establish positioning and communication objectives, develop creative briefs and media strategies, design integrated campaigns, and evaluate effectiveness using appropriate measures. Prerequisite: ADC 240.

ADC 249 Entrepreneurial Marketing (3 cr.)

This course examines how new ventures identify and pursue market opportunities with limited resources. Students analyze customer needs and behavior, develop value propositions, compare traditional and entrepreneurial marketing approaches, evaluate creative and innovative strategies, and prepare a customer-centered marketing plan for a start-up venture. Prerequisite: ADC 241.

ADC 299 Internship (1 cr.)

A supervised internship in an approved organization that enables students to apply emphasis-specific knowledge and skills in a professional setting. Students

follow an approved learning plan, undertake relevant responsibilities, demonstrate ethical conduct, communication, teamwork, and problem-solving, and reflect on their learning through required academic work and evaluations by faculty and workplace supervisors. Prerequisite: Completion of 54 sophomore-level credits, including at least six courses in the student's major or emphasis

WRN 200 Work Ready Now**(3 cr.)**

The Work Ready Now course is designed to provide students with the foundational “soft skills” and work-based learning experiences to prepare them for success in the workplace. Work Ready Now is designed to facilitate participatory, hands-on teaching and learning. Students will be actively engaged in the learning process and provided opportunities to practice and enhance new skills and gain the self-confidence necessary to secure and maintain work related to their professional goals. Work-based learning activities are woven into the course and will require students to go to real workplaces in the community outside of class time. Students will be guided to use free online digital tools to demonstrate their learning. Throughout the course, students will create a career portfolio that will help them on their experiential Work Ready Now journey from student to employee. They will also learn essential research skills, including gathering and assessing data through questionnaires and interviews, to support professional business reports.