

# DIGITAL ADVERTISING (MS)

Advertising graduate students in the MS in Digital Advertising are required to study the history, design, distribution, ethical standards and research methods for communicating commercial messages to diverse, international audiences within a digital context. With a broad variety of elective choices, students are introduced to advertising theories and creative concepts through copywriting, design and directing for online, interactive and moving image commercial media work, and to courses with more in-depth work on the psychology of audiences, mobile advertising, social media distribution and digital analytics strategies.

## Related Programs

### Master's

- Digital Media and Storytelling (MComm) (<https://catalog.luc.edu/graduate-professional/graduate-school/communication/digital-media-storytelling-mcomm/>)
- Global Strategic Communication (MS) (<https://catalog.luc.edu/graduate-professional/graduate-school/communication/global-strategic-communication-ms/>)

## Curriculum

Code	Title	Hours
<b>Advertising MS Required Core</b>		
COMM 417	Media Planning	3
COMM 444	Social Media Advertising	3
COMM 445	AI in Advertising	3
COMM 464	Mobile Advertising	3
COMM 465	Advertising & Public Relations Research Methods	3
or COMM 425	Digital Marketing and Analytics	
<b>Track Requirements</b>		<b>12</b>
<i>Analytics Track</i>		
Electives (Choose 2 of the following)		
COMM 425	Digital Marketing and Analytics	
COMM 438	Search & Display Advertising	
COMM 466	Advanced Quantitative Research Methods	
COMM 467	Advanced Digital Analytics	
COMM 468	Consumer Psychology	
COMM 469	Human-Computer Interaction in Digital Media	
<i>Production Track</i>		
Electives (Choose 2 of the following)		
COMM 414	Advertising Campaigns	
COMM 420	Digital Production: Storytelling with Impact	
COMM 429	Advertising and Public Relations Design	
COMM 430	2D Design for Print and the Web	
COMM 437	Advertising/PR Multimedia Commercial Production	
COMM 463	Intermediate Advertising Design	
<i>Required Project Courses for both tracks</i>		
COMM 480	Project I	
COMM 481	Project II	
<b>General Electives</b>		
Select one of the following		3
COMM 413	Writing for Strategic Communication	

COMM 429	Advertising and Public Relations Design	
COMM 430	2D Design for Print and the Web	
COMM 437	Advertising/PR Multimedia Commercial Production	
COMM 438	Search & Display Advertising	
COMM 455	Animation	
COMM 459	Advanced Post Production	
COMM 463	Intermediate Advertising Design	
COMM 466	Advanced Quantitative Research Methods	
COMM 467	Advanced Digital Analytics	
COMM 468	Consumer Psychology	
COMM 469	Human-Computer Interaction in Digital Media	
COMM 470	Special Topics in Advertising & Public Relations	
<b>Total Hours</b>		<b>30</b>

## Graduate & Professional Standards and Regulations

Students in graduate and professional programs can find their Academic Policies in Graduate and Professional Academic Standards and Regulations (<https://catalog.luc.edu/academic-standards-regulations/graduate-professional/>) under their school. Any additional University Policies supersede school policies.

## Learning Outcomes

- Demonstrate communication skills in advertising, such as strategic acumen, knowledge of research methods, creative insights, content design and creation that will include written and visual communication, and may include film and interactive digital production, including gaming.
- Develop integrated advertising campaigns that apply cutting-edge research methods and are informed by consumer behavior, data analytics, ethical considerations and the trending practices of AI.
- Collaborate and work as part of a diverse team skillfully managing conflicts and expressing viewpoints to help create and implement cohesive advertising campaigns.
- Think critically to evaluate data, assess strategies, and execute creative directions.
- Practice ethical communication in professional practices that are socially responsible and in the mutual interests of the organization and the community.
- Present a thesis or project of relevant work that demonstrates an impressive knowledge of the advertising business.
- Possess the competencies to work as a professional in an advertising role.