ADVERTISING CREATIVE (BA)

The Advertising Creative program offers students the opportunity to earn a four-year degree and build a career-ready creative portfolio, all while developing a well-rounded set of critical skills and a deep sense of ethics and responsibility. Students in this program prepare for careers in art direction, copywriting, production, and other creative roles at agencies and other organizations.

Curriculum

Code	Title	Hours
School of Communication Foundation Courses		
COMM 100	SOC Career Prep Seminar	1
COMM 175	Introduction to Communication	3
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
Required Courses		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
COMM 213	Digital Foundations	3
MARK 201	Principles of Marketing	3
Research Course		
Select one of the following:		3
COMM 363	Research Methods in Advertising/Public Relations	
ISSCM 241	Business Statistics	
STAT 103	Fundamentals of Statistics	
Specialized Focus		
COMM 214	Introduction to Creative Concepts [1]	3
COMM 266	Advertising Copywriting [1]	3
COMM 290	Branding and Positioning	3
COMM 329	Advertising and Public Relations Design	3
or COMM 330	Intermediate Advertising Design	
COMM 344	Portfolio I	3
Internship & Capstone		
COMM 389	Advertising Creative Capstone: Portfolio II	3
COMM 391	Advertising/Public Relations Internship [2]	3
Electives		
Must be a COMM course from the list of Approved Electives (p. 1)		3
Any course from the list of Approved Electives (p. 1)		3
Total Hours		**52**

[1] Writing Intensive (https://catalog.luc.edu/undergraduate/communication/#wisections)

[2] Satisfies Engaged Learning (https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/) requirement.

List of Approved Electives

Code	Title	Hours
Advertising Creative Electives		
COMM 101	Public Speaking & Critical Thinking	3
or COMM 103	Business & Professional Speaking	
COMM 135	Intro to Video Production	3

Code	Title	Hours
COMM 205	Reporting Basics I: Writing and Interviewing [1]	3
COMM 212	International Advertising [3]	3
COMM 268	Persuasion	3
COMM 278	International Public Relations (abroad)	3
COMM 282	Media Law	3
COMM 296	Themes in Advertising/Public Relations	3
COMM 311	Health Communication	3
COMM 312	Special Events Planning	3
COMM 313	Corporate and Organizational Communication	3
COMM 314	Public Relations Cases	3
COMM 317	Media Planning	3
COMM 318	Public Relations Writing [1]	3
COMM 320	Public Service Communication [2]	3
COMM 321	Advertising Campaigns	3
COMM 329	Advertising and Public Relations Design [5]	3
COMM 330	Intermediate Advertising Design [5]	3
COMM 331	Social Media Advertising	3
COMM 334	Mobile Advertising	3
COMM 336	Search & Display Advertising	3
COMM 337	AD/PR Multimedia Commercial Production [2]	3
COMM 345	Student Agency [4]	3
COMM 370	Special Topics in Advertising & Public Relations	3
COMM 375	Media Relations	3
COMM 398	Directed Study	1-3
Interdisciplinary Electives		
FNAR 132	Visual Communication I	3
FNAR 233	Digital Media Design	3
FNAR 383	Interactive Design	3
MARK 310	Consumer Behavior	3
MARK 311	Marketing Research	3
MARK 363	International Marketing	3
MARK 380	Digital Marketing	3

[1] Writing Intensive (https://catalog.luc.edu/undergraduate/communication/#wisections)

[2] Satisfies Engaged Learning (https://catalog.luc.edu/undergraduate/university-requirements/engaged-learning/) requirement.

[3] At the John Felice Rome Center (https://www.luc.edu/rome/index.shtml/)

[4] Inigo (https://www.inigocomm.com/)

[5] Can be taken as an elective if not taken for Specialized Focus.

Suggested Sequence of Courses

The below sequence of courses is meant to be used as a suggested path for completing coursework. An individual student's completion of requirements depends on course offerings in a given term as well as the start term for a major or graduate study. Students should consult their advisor for assistance with course selection.

Course	Title	Hours
First Year		
Fall		
COMM 175	Introduction to Communication	3
	Hours	**3**

Spring		
COMM 210	Principles of Public Relations	3
COMM 211	Principles of Advertising	3
	Hours	**6**
Second Year		
Fall		
COMM 200	Digital Communication and Society	3
COMM 215	Ethics & Communication	3
	Hours	**6**
Spring		
COMM 213	Digital Foundations	3
COMM 214	Introduction to Creative Concepts	3
MARK 201	Principles of Marketing	3
	Hours	**9**
Third Year		
Fall		
COMM 100	SOC Career Prep Seminar	1
COMM 266	Advertising Copywriting	3
COMM 290	Branding and Positioning	3
Major Elective		3
	Hours	**10**
Spring		
COMM 329 or COMM 330	Advertising and Public Relations Design or Intermediate Advertising Design	3
COMM 391	Advertising/Public Relations Internship	3
Research Course		3
	Hours	**9**
Fourth Year		
Fall		
COMM 344	Portfolio I	3
Major Elective		3
	Hours	**6**
Spring		
COMM 389	Advertising Creative Capstone: Portfolio II	3
	Hours	**3**
	Total Hours	**52**

School of Communication Graduation Requirements

All Undergraduate students in the School of Communication are required to take two Writing Intensive courses (6 credit hours) as well as complete a foreign language requirement at 102-level or higher (3 credit hours) or a language competency test. More information can be found here (https://www.luc.edu/soc/undergrad/soclanguagerequirement/).

Additional Undergraduate Graduation Requirements

All Undergraduate students are required to complete the University Core, at least one Engaged Learning course, and UNIV 101. SCPS students are not required to take UNIV 101. Nursing students in the Accelerated BSN program are not required to take core or UNIV 101. You can find more information in the University Requirements (https://catalog.luc.edu/undergraduate/university-requirements/) area.

Learning Outcomes

- Gain knowledge for how creative strategies bring insights into focus to meet challenges and solve problems for industry and organizations.
- Understand the creative process employed for developing big ideas that can be used across multiple and changing communication platforms.
- Demonstrate skills for writing copy and designing messages in traditional and digital media.
- Enhance skills for creating content that is relevant and delivers strategy.
- Apply ethical and inclusive decision making throughout the creation of communications.
- Develop a professional portfolio of creative material.