

RU Interested in . . .

# ADVERTISING

## AT A GLANCE . . .

<b>Department at RU:</b>	Media Studies
<b>Office Location:</b>	188 Porterfield Hall
<b>Telephone</b>	(540) 831-5531
<b>Faculty Liaison:</b>	Dr. Joe Flickinger
<b>College at RU:</b>	Arts and Sciences
<b>Degree Type:</b>	Bachelor of Arts, Bachelor of Science
<b>Homepage</b>	<a href="http://www.radford.edu/~mstd-web/">http://www.radford.edu/~mstd-web/</a>

## CAREER ABSTRACT

There is a vital and symbiotic relationship between advertising and media. This relationship secures a place for talented and energetic people in the work force. Numerous jobs are available in radio stations, television stations, TV networks, advertising agencies, industrial sales departments and retail sales outlets. In Media Studies the focus of the advertising concentration is not upon business or marketing principles but rather upon the creative use of media for the purpose of advertising. It encourages careful analysis, artistic creation, strategic placement, awareness of and sensitivity to social impacts on national and international levels.

### Duties:

Write commercials and Public Service Announcements for radio and television. Design, develop, place, and manage advertising campaigns in relevant markets. Establish relationships between manufacturers, clients, and producers of media for purposes of advertising. Conduct market research in national and international arenas.

### Titles:

Sales Representative  
Sales/Marketing Director/Manager  
Advertising Executive  
Graphic Designer  
Graphic Artist  
Computer Graphics Designer  
Videographer  
Advertising Copy Editor

### Starting Salary Range:

\$18,000 to \$20,000

## Employment Prospects:

Employment prospects are good given shifts in media domination, cable TV and electronic highway development. However, this is a highly competitive field and graduates will need to be tough and persistent in their search for good jobs.

## QUESTIONS STUDENTS OFTEN ASK

- **What is the job market for advertising professionals like?**

Advertising is very competitive. Agencies look for creative and energetic employees who can prove themselves. A portfolio of creative projects or a show reel of productions will help you demonstrate what you can do. As long as media is dependent on advertising for funding, jobs in advertising will be there. The changing world of media creates volatility as well as new opportunities.

- **Should I specialize in a particular medium?**

Most students choose particular media to specialize in, but a general knowledge of all media would be beneficial. This concentration allows for restrictive electives in various kinds of media as part of the program.

Also, a knowledge of computer programming and digital electronic production will provide useful bridges between media.

- **What can I do with a degree in Advertising?**

Positions are available in the following:

- Advertising Agencies
- Radio or TV (Sales/Marketing)
- Newspapers (Advertising)
- Corporations (Product Development and Data)
- Industrial Plants (Sales)
- Print Media

- **What else can I do with a degree in Media Studies?**

Media Studies degrees have various concentrations. Students can major and minor in these concentrations. With a combination of a major and minor, students are more attractive to employers because of versatility and skills.

- **What personal characteristics should I possess to succeed in the field of Advertising?**

Interpersonal skills, listening skills, persuasive skills, imaginative skills, a competitive spirit, creativity, confidence and risk taking ability.

- **What academic strengths and skills should I possess to be successful in Advertising?**

Writing, speaking, computer graphics, psychology, public relations, sociology, and marketing.

- **Is there an introductory course or experience that you would suggest that will introduce me to the field of Media Studies?**

Media Studies 101 and 105.

- **Are there specific conditions or requirements that I must satisfy to pursue a degree / career in Media Studies at Radford University?**

Students are expected to have a grade point average of 2.0.

- **What experiential opportunities are available for me in this field?**

Several experiential opportunities are offered. Either a practicum or an internship experience is required of all majors in Media Studies. From 1 to 3 credit hours can be earned for each practicum which may be repeated until a maximum of 9 credit hours has been accumulated. From 1 to 6 hours of internship can be earned at internship agencies.

A minor in Psychology, Sociology, Public Relations, Graphic Art, or Marketing can enhance career opportunities in Advertising.

- **What additional graduate/professional study or certification is commonly required in this field?**

A master's degree in Journalism or Corporate and Professional Communication would be beneficial, but only after some experience in the real world of advertising. Great emphasis is placed upon experience within the field.

- **As a new graduate in Advertising, what should I expect to do during the first year of employment?**

Orient yourself to demands and expectations of the work environment. Work with experienced advertisers to gain experience. Be assigned to a specific salesperson and client. Practice writing campaign strategies, commercials, and Public Service Announcements.

- **What is the current employment outlook for Advertising graduates?**

Employment opportunities are fairly good in small and medium sized markets. Willingness to look at nonconventional advertising agencies such as corporations and industries sales departments, and governmental agencies will help broaden possibilities.

- **Where can I obtain additional information about the field of Advertising?**

- RU Marketing Department
- RU Career Services Center
- RU McConnell Library
- RU Center for Counseling and Student Development
- RU Advising Centers

**For an application to Radford University contact the RU Admissions Office**



Radford University Office of Admissions  
Martin Hall  
P.O. Box 6903  
Radford University  
Radford, VA 24142

Phone: (540) 831-5371 or (800) 890-4265  
Fax: (540) 831-5038  
Homepage: [www.radford.edu/Admissions.html](http://www.radford.edu/Admissions.html)  
Email: [ruadmiss@radford.edu](mailto:ruadmiss@radford.edu)

- **What minors or concentrations may enhance my career opportunities in Advertising?**

# MEDIA STUDIES SUGGESTED FOUR-YEAR CURRICULUM

## ADVERTISING

Courses in **boldface type** are required for the concentration. Courses in *italics* are recommended electives.

### FRESHMAN YEAR

- 101: Introduction to Media Studies**
- 146: Media Performance*
- 173: Introduction to Advertising**

### SOPHOMORE YEAR

- 226: Digital Imaging** (formerly MSTD 325 and 426)
- 223: Advertising Copywriting**
- 246: Basic Audio Production* (formerly MSTD 345)
- 273: Advertising Analysis**
- 328: Print Production*

### JUNIOR YEAR

- 300: Media History**
- 326: Web Production*
- 346: Electronic Field Production and (same semester)*
- 347: Editing: Analog and Digital* (formerly MSTD 447)
- 373: Advertising Media Planning**
- 473: Advertising Production**
- 483: Advertising Practicum** (formerly MSTD 450.03)▣

### SENIOR YEAR

- 335: Media and Society**
- 400: Media Law and Ethics**
- 444: Media Management*
- 483: Advertising Practicum** (formerly MSTD 450.03)  
or **499: Media Studies Internship** (formerly MSTD 455)▣

★ The Media Studies Department strongly recommends that students consult with their advisors in order to insure that all prerequisites have been fulfilled before attempting to register for required courses in their chosen concentration. ★

▣ Advertising students must have completed MSTD 173, 223, 226, 273, 373 and 473 before they can register for Advertising Practicum.

Advertising students must complete three credits of Advertising Practicum with a grade of "C" or better before the department will approve an internship.

All Advertising students must complete an additional 3 credits of Advertising Practicum and/or Internship to fulfill Advertising Concentration requirements.

**MEDIA STUDIES DEPARTMENT**  
**Advertising Concentration**  
**2005-2006 Catalog**

**BS Requirements (6-8 hours)**

(Grade/Department/Course Number)

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

Chosen from the following:

The Bachelor of Science degree requires six to eight semester hours (in addition to the general education requirements) selected from any of the following: **mathematical science, natural and physical sciences, or social and behavioral sciences, in any combination.**

**BA Requirements (12 hours)**

(Grade/Department/Course Number)

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

\_\_\_\_\_ ( )

**Required Core Courses (12 hours)**

Grade/~~Credit Hours~~ <sup>which</sup>

MSTD 101 Introduction to Media Studies \_\_\_\_\_ (3)

MSTD 300 Media History \_\_\_\_\_ (3)  
*Prerequisite: MSTD 101*

MSTD 335 Media and Society \_\_\_\_\_ (3)  
*Prerequisite: MSTD 101*

MSTD 400 Media Law and Ethics \_\_\_\_\_ (3)  
*Prerequisite: MSTD 101*

**Required Advertising Concentration Courses (24 hours):**

MSTD 173 Introduction to Advertising \_\_\_\_\_ (3)

MSTD 223: Advertising Copywriting \_\_\_\_\_ (3)  
*Prerequisite 173*

MSTD 226: Digital Imaging \_\_\_\_\_ (3)

MSTD 273 Advertising Analysis \_\_\_\_\_ (3)  
*Prerequisite: MSTD 173*

MSTD 373 Advertising Media Planning \_\_\_\_\_ (3)  
*Prerequisite: MSTD 273*

MSTD 473 Advertising Production \_\_\_\_\_ (3)  
*Prerequisite: MSTD 226 and MSTD 273*

MSTD 483 Advertising Practicum (formerly MSTD 450.03) \_\_\_\_\_ (3)  
*Prerequisite: MSTD 173, MSTD 273, MSTD 373, and MSTD 473*

**And an additional three credits of:**

MSTD 483 Advertising Practicum (formerly MSTD 450.03) \_\_\_\_\_ ( )  
*Prerequisite: MSTD 173, MSTD 273, MSTD 373, and MSTD 473*

**OR**

MSTD 499 Media Studies Internship (formerly MSTD 455) \_\_\_\_\_ ( )  
*Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours of MSTD 483 with a grade of "C" or better.*

**Electives:**

Course Number	Course Name	Grade/Credit Hours
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )
_____	_____	____ ( )

**Total Elective Credit Hours (22 to 28 hours):** \_\_\_\_\_

**General Education Credit Hours (50 hours):** \_\_\_\_\_

**Media Studies Major Credit Hours (36 hours):** \_\_\_\_\_

**Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours):** \_\_\_\_\_

**Total Radford University Credit Hours (120 hours):** \_\_\_\_\_

**Media Studies GPA (2.0 minimum):** \_\_\_\_\_

**Radford University GPA (2.0 minimum) :** \_\_\_\_\_

Student Name \_\_\_\_\_  
I.D. Number \_\_\_\_\_

Date \_\_\_\_\_  
Completed by \_\_\_\_\_

**GENERAL EDUCATION PROGRAM (50 HOURS)**  
**2005-2006 ACADEMIC YEAR**  
**(\*denotes required courses)**

**Area 1: Communication** (6-9 hours)  
Grade  
\* \_\_\_\_\_ ENGL 101 (3)  
\* \_\_\_\_\_ ENGL 102 (3) \_\_\_\_\_ (3)

**Area 2: Fine Arts** (3-6 hours)  
\* \_\_\_\_\_ (3) \_\_\_\_\_ (3)

**Area 3: Health and Wellness** (3 hours)  
\* \_\_\_\_\_ (3)

**Area 4: Humanities** (6-9 hours)  
Literature (3-6 hours)  
\* \_\_\_\_\_ (3) \_\_\_\_\_ (3)  
Philosophy or Religious Studies (3-6 hours)  
\* \_\_\_\_\_ (3) \_\_\_\_\_ (3)

**Area 5: International and Intercultural Studies** (3-6 hours)  
\* \_\_\_\_\_ (3) \_\_\_\_\_ (3)

**Area 6: Mathematical Sciences** (6 hours)  
\* \_\_\_\_\_ (3)  
\* \_\_\_\_\_ (3)

**Area 7: Physical and Natural Sciences** (8 hours)  
\* \_\_\_\_\_ (4)  
\* \_\_\_\_\_ (4)

**Area 8: Social and Behavioral Sciences** (12-15 hours)  
History (3-6 hours)  
\* \_\_\_\_\_ (3) \_\_\_\_\_ (3)  
\*\*Other Social and Behavioral Sciences (9-12 hours)  
\* \_\_\_\_\_ (3) \_\_\_\_\_ (3)  
\* \_\_\_\_\_ (3)  
\* \_\_\_\_\_ (3)

-----  
**Required Courses = (47) + Optional Courses = (3) = 50 Hrs**

Courses approved for general education credit are listed on the back of this sheet.

**\*\*MUST BE CHOSEN FROM 3 DIFFERENT DISCIPLINES\*\***

## \*COURSES APPROVED FOR GENERAL EDUCATION CREDIT\*

### Area 1: Communication (6-9 hours)

**Required (6):** ENGL 101 and ENGL 102

**Optional (0-3):** One of the following courses: MSTD 146, COMM 114, COMM 240, COMM 250

### Area 2: Fine Arts (3-6 hours)

**Required (3-6):** At least one and no more than two of the following courses: ART 111, ART 215, ART 216, ART 366, ART 412, ART 422, ART 424, ART 427, ART 428, ART 462, ART 482, DNCE 111, DNCE 366, DNCE 480, DNCE 481, MUSC 100, MUSC 121, MUSC 123, MUSC 321, MUSC 322, MUSC 366, THEA 100, THEA 110, THEA 180, THEA 366, THEA 375, THEA 376

### Area 3: Health and Wellness (3 hours)

**Required (3):** One of the following courses: FDSN 214, HLTH 111, HLTH 200, RCPT 200, NURS 111

### Area 4: Humanities (6-9 hours)

**Required (3):** One of the following courses: CLSS 210, CLSS 220, ENGL 201, ENGL 202, ENGL 203, FORL 204

**Required (3):** One of the following courses: PHIL 111, PHIL 112, PHIL 113, PHIL 114, RELN 111, RELN 112, RELN 200, RELN 202, RELN 205, RELN 206

**Optional (0-3):** One of the following courses: CLSS 110, CLSS 210, CLSS 220, ENGL 201, ENGL 202, ENGL 203, ENGL 314, ENGL 321, ENGL 322, ENGL 323, PHIL 111, PHIL 112, PHIL 113, PHIL 114, RELN 111, RELN 112, RELN 200, RELN 202, RELN 205, RELN 206, FORL 204

### Area 5: International and Intercultural Studies (3-6 hours)

**Required (3-6):** At least one and no more than two of the following courses: ANTH 121, CHNS 101, CHNS 102, CHNS 201, CHNS 202, ECON 340, FORL 100, FORL 109, FORL 200, FORL 209, FORL 210, FORL 309, FORL 409, FREN 100, FREN 101, FREN 200, FREN 210, FREN 300, FREN 320, GEOG 101, GEOG 102, GEOG 280, GRMN 100, GRMN 200, GRMN 210, GRMN 300, GRMN 304, HIST 101, HIST 102, INST 101, LATN 101, LATN 102, LATN 201, LATN 350, POSC 130, PEAC 200, RELN 112, SPAN 101, SPAN 102, SPAN 201, SPAN 202, SPAN 325, SPAN 326, SPAN 335, SPAN 336, THEA 180, WMST 101

### Area 6: Mathematical Sciences (6 hours)

**Required (6):** Two of the following courses, *at least one of which must be in MATH or STAT*: MATH 104, MATH 111, MATH 112, MATH 114, MATH 116, MATH 121, MATH 138, MATH 140, MATH 145, MATH 151, MATH 152, MATH 155, MATH 260, STAT 200, ITEC 100, ITEC 109, ITEC 120

### Area 7: Physical and Natural Sciences (8 hours)

**Required (8):** Any two of the following courses: ASTR 111, ASTR 112, BIOL 103, BIOL 104, BIOL 105, BIOL 111, BIOL 112, CHEM 101, CHEM 102, CHEM 103, CHEM 115, CHEM 120, GEOL 100, GEOL 105, GEOL 106, PHSC 121, PHSC 122, PHYS 111, PHYS 112, PHYS 221, PHYS 222

### Area 8: Social and Behavioral Sciences (12-15 hours)

**Required (3-6):** At least one and no more than two of the following courses: HIST 101, HIST 102, HIST 111, HIST 112

**\*\*Required (9-12):\*\*** At least three and no more than four of the following courses, *chosen from at least three different disciplines*: ANTH 121, ANTH 301, ANTH 332, ANTH 411, ANTH 430, ANTH 451, ANTH 471, ANTH 481, APST 200, ECON 101, ECON 105, ECON 106, ECON 295, ECON 309, ECON 311, ECON 340, GEOG 101, GEOG 102, GEOG 103, GEOG 140, GEOG 201, GEOG 202, GEOG 203, GEOG 280, POSC 110, POSC 120, POSC 130, POSC 140, PSYC 121, PSYC 218, PSYC 282, PSYC 317, PSYC 343, PSYC 361, PSYC 381, PSYC 391, SOCY 110, SOCY 210, SOCY 250, SOCY 331, SOCY 334, SOCY 446

**\*Students may use individual courses to meet only one General Education requirement. Some of the courses listed above have prerequisites. For additional information about General Education, consult the RU Catalog or the General Education web site, [www.radford.edu/~gened/](http://www.radford.edu/~gened/). To learn more about the specific courses listed here, see the Catalog or view official course syllabi at [www.radford.edu/~academic/syllabi/index.html](http://www.radford.edu/~academic/syllabi/index.html)**

**\*\*MUST BE CHOSEN FROM 3 DIFFERENT DISCIPLINES\*\***

## MEDIA STUDIES DEPARTMENT CORE AND CONCENTRATION COURSE REQUIREMENTS

Core Courses (Must Be Taken By All Media Studies Majors)			
<p>MSTD 101: Introduction to Media Studies</p> <p>MSTD 300: Media History</p> <p>MSTD: 335: Media &amp; Society</p> <p>MSTD 400: Media Law and Ethics</p> <p>Total Core Credits: 12</p>			
Advertising	Journalism	Production Technology	Web Design
<p>MSTD 173: Introduction to Advertising</p> <p>MSTD 223: Advertising Copywriting</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 273: Advertising Analysis</p> <p>MSTD 373: Advertising Media Planning</p> <p>MSTD 473: Advertising Production</p> <p>MSTD 483: Advertising Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 483: Advertising Practicum</p> <p><b>OR</b></p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>MSTD 105: Basic News Writing</p> <p>MSTD 205: Beginning Reporting</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 305: Advanced Reporting and News Writing</p> <p>MSTD 326: Web Production</p> <p>MSTD 406: Specialized Journalism</p> <p>MSTD 481: Journalism Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 481: Journalism Practicum</p> <p><b>OR</b></p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>MSTD 106: Script Writing</p> <p>MSTD 146: Media Performance</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 246: Basic Audio Production</p> <p>MSTD 346: Electronic Field Production</p> <p>MSTD 347: Video Editing and Effects</p> <p>MSTD 482: Production Technology Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 482: Production Technology Practicum</p> <p><b>OR</b></p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>ITEC 110: Principles of Information Technology</p> <p>ITEC 120: Principles of Computer Science</p> <p>ITEC 225: Web Programming I</p> <p>MSTD 105: Basic News Writing</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 326: Web Production</p> <p>MSTD 427: Advanced Web and Multimedia Production</p> <p>MSTD 484: Web Design Practicum</p> <p>Total Concentration Credits: 25</p>
Total Credits For Major: 36	Total Credits For Major: 36	Total Credits For Major: 36	Total Credits For Major: 37

*Revised February 7, 2005*