

Academic Fact Sheet



BUSINESS ADMINISTRATION - ADVERTISING (48 Hours)

The Advertising concentration is administered by the Business Administration and Economics Department

Facts about the Program

Degrees Offered:

B.S., B.A.

Faculty:

Patricia M. Arneson, Ed.D.
Vaughn L. Benson, Ph.D.
JoAnn E. Bondhus, L.L.M.
Gerald Conway, M.S.E.
Meenakshi N. Dalal, Ph.D.
Laura Dendinger, J.D.
Sharon Garvin, Ed.D.
Kenneth G. Hallgren, Ed.D.
Patricia Lutt, Ph.D.
Jeryl Nelson, Ph.D.
Charles Parker, Ph.D.
John Paxton, Ph.D.
Gerard Ras, M.B.A.
Gary Volk, Ph.D.

Program Description

The primary objective of the Advertising concentration is to provide a series of educational experiences at the undergraduate level as a basis for a career within the Advertising profession. The broad range of core course offerings provides opportunities for individual placement in public, private, or non-profit organizations. Furthermore, the flexibility of elective hours in the major allows individuals desiring a particular career area to achieve some specialization. The Advertising program at Wayne State College strives to build professionalism in its graduates. It not only includes an intensive analysis of the Advertising discipline, but also requires support educational course work in other areas of business and communication arts. The concentration will provide students with (1) the necessary communication concepts and skills; (2) the basic knowledge and skills to design, implement, and carry out an effective advertising or promotional campaign; and (3) the knowledge and skills necessary to plan for and manage advertising and promotional changes within various business and marketing organizations. Upon completion of the program, students will possess the educational background required for most entry-level Advertising positions.

Program Content

General Education.....	44
Business Foundation	15
Business Core.....	27
General Electives	18
Advertising Concentration	21
BUS 374 Principles of Advertising	
475 Consumer Purchasing and Motivation	
479 Advertising Plans/Campaign	
CNA 301 Advertising Copywriting	
374 Public Relations	
379 Broadcast Management	
OR	
453 Advanced Topics in Corporate Communication	
ITE 425 Desktop Publishing	
TOTAL SEMESTER CREDIT HOURS.....	125

Career Opportunities

Entry level positions in agencies or departments; progress will depend on ability and experience.

- Assistant Account Executive (Manager)
- Junior or Assistant Copywriter, Copywriter
- Junior or Assistant Art Director, Art Director
- Assistant Media Planner, Media Planner
- Assistant Media Buyer, Media Buyer
- Broadcast Buyer, Broadcast Buyer Supervisor
- Assistant Research Executive
- Agency Traffic Manager

Scholarships and Financial Aid

Wayne State College is committed to providing a quality, affordable education for its students. There are several types of financial assistance available for Wayne State students, including grants, loans, work-study and scholarships. The aid packages are composed of money from Pell grants, SEOG grants, SSIG grants, Perkins loans, Stafford student loans, PLUS loans and a variety of scholarships. Contact the Financial Aid Office at (402) 375-7230 for further information.

No special ability scholarships are available in the Advertising area. Students are encouraged to contact the Financial Aid Office for state-assisted and/or annual and endowed scholarship information. Scholarships are highly competitive and awarded through an application process.

For more information contact:

Business Administration and Economics Department
Wayne State College
Wayne, NE 68787
(402) 375-7245 or 1-800-228-9972
www.wsc.edu

Business Administration Advertising Concentration (48 Hours)

Freshman/Sophomore

Fall/Spring

BUS 222 Business Law I (3)
BUS 240 Accounting I (3)
CNA 100 Principles of Human Communication (3)
ECO 203 Principles of the Market System (3)
MAT 110 Topics & Ideas in Math (3)

BUS 208 Business Communications (3)
BUS 226 Business Statistics (3)
BUS 241 Accounting II (3)
ECO 202 Principles of the National Economic System (3)
ENG 102 Composition Skills (3)
Other General Education Courses

Junior

Fall

BUS 362 International Business (3)
BUS 370 Principles of Marketing (3)
CNA 374 Public Relations (3)

Spring

BUS 322 Managerial Finance (3)
BUS 350 Managing Behavior in Organizations (3)
BUS 352 Production and Operations Management (3)
BUS 374 Principles of Advertising (3)

CNA 301 Advertising Copywriting
CNA 379 Broadcast Management (3) or CNA 453 Integrated Marketing Communications (3)

Senior

Fall

BUS 408 Business Ethics (3)
BUS 475 Consumer Purchasing and Motivation (3)
BUS 479 Advertising Plans/Campaign (3)
ITE 425 Desktop Publishing (3)

Spring

BUS 418 Legal Environment of Business (3)
CIS 430 Management Information Systems (3)

BUS 420 Strategic Management (3) can be taken after 105 credit hours.