

it's connecting you with stuff

{history * diversity * information}

YOU DIDN'T EVEN REALIZE WAS RELEVANT

it's comparing & critiquing

EVERYTHING you see & hear



it's knowing them better than they know themselves {CONSUMERS}

it's creating



a message that pulls them in and makes them think {and think again}

it's *the art of* collaborating

TO GET IT RIGHT

{even if it takes all night}



BUT *and this one will be on the test, kids* it's about communicating in a smart, strategic, inventive way.

it's INSANE it's DEMANDING it's LIKE NOTHING YOU'VE EVER DONE BEFORE

it's **ADVERTISING**



TEXAS TECH UNIVERSITY
College of Media & Communication

Department of Advertising & Brand Strategy™

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So, what's an **ADVERTISING DEGREE** all about?

You're intrigued, I know, or you wouldn't have picked up this card. So, let me tell you a little about our program. We are housed within the College of Media & Communication because quite frankly, it makes sense. We use media to communicate. As an ad major, you will be encouraged to soak up all the advertising communication that surrounds you daily in the media to help you figure out what brand messages you like, what you don't, and why?

You will learn the history of advertising as well as debate the eternal question—"What exactly is great advertising?" You will learn to explore consumer behavior and investigate consumer needs and desires. You will even learn to create your own smart and unique advertisements. Designs will come to life and words will take on new meaning. You will work side-by-side with your peers to create and present amazing work. And for you more analytical types—we have a home for you too, because advertising isn't just about brainstorming ideas and creating cool designs (although that's our claim to fame!), it requires smart research and media strategy too. After all, the best ad in the world is useless if not targeted to the right person, at the right time, in the right place.

We want to achieve communication magic—that perfect intersection between information and entertainment, between right-brain and left-brain, between form and function. It is at this intersection that you find advertising. So, if that sounds like a good time—come join us!

Here are some of the **CLASSES** you will take:

- ★ Principles of Advertising
- ★ Advertising & Society
- ★ Advertising Writing
- ★ Media Planning
- ★ Design & Layout
- ★ Internet & New Media
- ★ Research & Consumer Insights
- ★ Advertising Campaigns

Some **JOBS** in Advertising include:

- ★ Account Executive
- ★ Brand Manager
- ★ Media Planner/Buyer
- ★ Advertising Sales
- ★ Account Planner
- ★ New Media Specialist
- ★ Art Director
- ★ Copywriter
- ★ Creative Director
- ★ Marketing Manager

Want more **INFORMATION**? We would love to hear from you!

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