Online Bachelor of Arts in Media Advertising

Become a strategic and creative contributor in today’s competitive and ever-evolving advertising industry with an online Bachelor of Arts in Media Advertising degree from UTEP.

Connect with New Career Opportunities
You will learn how to effectively deliver information through various communication/media channels and implement successful marketing campaigns. As a graduate, you can seek a job and thrive in traditional advertising agencies as well as nonprofits, government agencies and businesses with in-house communication and marketing departments.

Choosing UTEP Connect for your online bachelor’s in media advertising means you will:
- Plan, analyze data, create and implement advertising and marketing campaigns
- Understand emerging technologies in today’s media advertising arena
- Recognize consumer behavioral response towards different forms of advertising
- Learn how to communicate effectively and function with both internal and client teams
- Become a well-rounded professional prepared for any challenge posed by the advertising marketplace

Ready to connect or have questions? Call 1-800-684-UTEP to speak with an enrollment counselor today or visit us at utepconnect.utep.edu
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Admissions Requirements
To qualify for admission into this program, you must submit the following:

- Completed admission application
- Official high school transcript(s)
  - Your transcript(s) must be mailed to UTEP’s Office of Undergraduate Admissions directly from the school(s) attended.
  - Transcript(s) must indicate a college preparatory program (the Recommended High School Program or Distinguished Achievement High School Program is required from ALL Texas public high schools).
  - Please make sure that your school includes your rank, TAKS scores or any other exit level examination results and graduation (actual or expected) date.
- Official test scores
  - SAT, ACT or ACCUPLACER score report
  - GED score report if you did not graduate from high school
- Transfer and/or military applicants
  - Official college transcripts mailed to UTEP directly from all applicable institutions
  - Official military transcripts to receive credit for coursework completed while on active duty
- International applicants
  - Official transcripts, provisional certificates
  - Official TOEFL scores (if required)
  - Confirmation of financial resources

Curriculum
The B.A. in Media Advertising delivers a hands-on curriculum designed to give students a foundational understanding of the advertising world. Online classrooms provide case studies and real-life simulation exercises. Students can learn the necessary skills to be a generalist in the field, with subsequent education guided by personal interest.

Core Requirements
COMM 1370  Introduction to Communication Studies
COMM 3371  Communication Theory and Analysis
COMM 4372  Methods of Research in Communication

Sequence Requirements
COMM 2330  Principles of Advertising
COMM 3332  Advertising Design, Graphics and Layout
COMM 3333  Creative Strategy and Copywriting
COMM 3338  Integrated Marketing Communication
COMM 4330  Media Planning and Buying
COMM 4335  Advertising Campaigns
COMM 3340  New Media Advertising
COMM 4331  Ad Sales and Management
COMM 4300  Internship - Media Advertising

General Education Courses 42 semester credit hours
Liberal Art Block Electives 18 semester credit hours
Core Requirements 9 semester credit hours
Sequence Requirements 27 semester credit hours
Foreign Language 6 semester credit hours
Electives 18 semester credit hours
Total Credits for Degree Completion 120 semester credit hours

Note: Curriculum is subject to change.

Phone: 1-800-684-UTEP
Email: utepconnect@utep.edu
Website: utepconnect.utep.edu