

Online Bachelor of Arts in Media Advertising

Program Highlights

120 credit hours

In-state tuition: \$420/credit hour*

Out-of-state tuition: \$540/credit hour*

** Tuition is based on 2023-2024 rates and is subject to change.*

- Convenient, 100% online degree
- Designed for students seeking entry-level media and advertising careers
- Developed to support cross-functional team collaboration
- Curriculum provides a solid foundation in advertising theory, consumer behavior and media planning



Build a Career in Advertising and Media

Many different kinds of organizations employ advertising and marketing professionals. In addition to traditional agencies, many nonprofits and business of all sizes often also have in-house communication and marketing departments. Types of positions available to graduates of this program in both the for-profit and nonprofit sectors include:

- Account assistant
- Account coordinator
- Account executive
- Account supervisor
- Copywriter
- Creative director
- Direct marketing director
- Market researcher
- Media buyer
- Media planner
- Project manager
- Promotions manager
- Public relations director



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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 directly from the school(s) attended.
 - 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)

Note: All transcripts in languages other than English must be accompanied by a certified English translation by the educational institution, an American Consulate, or a certified English translator.

Curriculum

The B.A. in Media Advertising delivers a hands-on curriculum designed to give you a foundational understanding of the advertising world. As a student in the online B.A. in Media Advertising program, you're required to successfully complete a total of 120 semester credit hours of coursework. Online classrooms provide case studies and real-life simulation exercises. Learn the necessary skills to be a generalist in the field, with subsequent education guided by personal interest.

General Education Courses	42 semester credit hours
Liberal Arts 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

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 4330 Media Planning and Buying
- COMM 4335 Advertising Campaigns
- COMM 3340 New Media Advertising
- COMM 4331 Ad Sales and Management

Note: Curriculum is subject to change.



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