



**ST. JOHN'S
UNIVERSITY**

COLLEGE OF
PROFESSIONAL STUDIES

Bachelor of Science Advertising Communication



WHAT IS ADVERTISING?

Advertising is the way branded products and services reach the end consumer through the media that touch our lives—television, radio, magazines, and newspapers—in both their traditional and digital formats, as well as social media.

Advertising is creativity—account planners, copywriters, art directors, and producers all working together to identify target audiences and create commercials and ads that help build awareness and sales of the client's products or services.

Advertising is business—account managers thoroughly understand the client's products and services and the categories they compete in, and then lead and coach the agency team in creating commercials and ads that will successfully build the client's businesses and brands in a competitive environment.

THE PROGRAM

St. John's offers a Bachelor of Science in Advertising Communication with tracks in Account Management/Media and Creative/Production as options. An 18-credit minor in Advertising is also available. In both tracks, the five major pillars of advertising—account management, creative, consumer research and creative strategy, media planning, and creative production—are taught and practiced.

The Advertising Communications program is taught by award-winning faculty members who possess academic credentials and years of practical advertising experience at the highest levels, working with the world's largest brands.

Queens Campus

8000 Utopia Parkway
St. Augustine Hall, Second Floor
Queens, NY 11439

Staten Island Campus

300 Howard Avenue
Flynn Hall, Room 101
Staten Island, NY 10301

stjohns.edu/cps



Bachelor of Science Advertising Communication



CAREER DEVELOPMENT

Through the program's affiliation with Young & Rubicam, one of the biggest worldwide, integrated advertising communications companies, St. John's students will gain a firsthand understanding of the advertising business and how advertising agencies work. They will also be assigned a Y&R mentor—a professional who will help guide them through their academic work and career search.

Membership in the program's Ad Club provides students with real-world, hands-on experience. Ad Club is a fully functioning advertising agency with five to six academic service clients, including the Blood Drive and Habitat for Humanity, along with on-campus clients such as Chappell Players and WSJU radio.

Qualified students may also participate in the annual National Student Advertising Competition (NSAC) and compete against leading advertising students at other universities and colleges for best advertising campaign for an assigned product or service.

In 2015, our NSAC team received the award for best plans book in the country and finished third place in the national competition overall.

INTERNSHIPS AND CAREER OPPORTUNITIES

Exciting internships that provide entry into the professional world are an important feature of the program. Through St. John's and the advertising program, for-credit internships at dozens of New York City advertising agencies are available to qualified students in their senior year.

Advertising is the second-fastest growing industry and grew at 17 percent last year. Growth is seen for the foreseeable future.

St. John's faculty and alumni have extensive ties to the advertising industry in New York and throughout the nation and the world. These connections, combined with the high quality of our program, prepare our graduates to join fellow alumni in advertising positions such as copywriters, art directors, account managers and directors, account planners, media planners, and producers.

For more information:
stjohns.edu/adcom

Admission Information

Office of Undergraduate Admission
1-888-9STJOHNS
admission@stjohns.edu
stjohns.edu/admission-aid/undergraduate-admission