

## **Section 1: Program Abstract**

The Creative Advertising Degree is a professionally focused degree designed to develop creative advertising leaders who are able to devise creative communication solutions and produce effective advertising executions across a wide range of media. The program draws on the theoretical constructs and paradigms of such fields as sociology, psychology, ethics, literature, marketing, research and statistics to enrich and extend the understanding of concepts and applications which are at the heart of advertising.

Students will develop advanced skills and knowledge in the principles of communication both in advertising and design which, when combined with a strong liberal arts base, will provide them with knowledge and skills to help sustain their career beyond entry-level. The program will prepare students to create advertising for print, broadcast and interactive media, working in a wide variety of industry recognized positions including Art Director, Copywriter, Account Manager and ultimately that of agency Creative Director. Alternatively, upon graduation students can choose to continue their education at the graduate level in advertising, communications and business or related subject disciplines such as design and education.