



Ever dream of creating the ad everyone talks about after the Super Bowl?

Our advertising program can help you live your dream. If you have a quick wit, a quirky sense of humor, and a flair for the pithy one-liner, you could be crafting 30-second masterpieces for the world's top companies—on the biggest day of the TV year. Study the science of consumer behavior and unleash your creativity.

We teach advertising in the broader context of communication for marketing. This integrated approach includes classic advertising techniques, public relations strategies, and marketing theory. Study how and why advertising works—or doesn't. Learn to write crisp ad copy, develop product promotion campaigns, and use marketing data to advertise successfully. You'll leave the university with the tools you need to become a master at guiding consumer choices.

“The program at NAU gave me the fundamentals to be successful in the world of advertising. It prepared me for interviews and enabled me to land that important first job that launched my career.”

*Kit Boyer, Advertising graduate
Los Angeles Manager, Golf Digest*

Degree Programs

- **Bachelor of Science in Advertising**
- **Bachelor of Arts in Liberal Studies – Advertising**
Extended major
- **Minor in Advertising**

Career Opportunities

Study to become an...

Account executive	Copywriter
Advertising placement specialist	Media strategist
Advertising research analyst	Press agent
Brand manager	Promotion coordinator
Campaign coordinator	Public affairs promoter

Explore Courses that Jump-start Your Career

Create the perfect ad plan

Your client has a great product, but that's less than half the battle. You want the consumer to find it, love it, and—most importantly—buy it. Ensure success with a carefully thought-out, strategic plan. In our **Advertising Campaigns** course, you'll learn to design a complete campaign that emphasizes consumer research, market planning, creative production techniques, media selection, and budgeting.

Capture the buyer's eye, ear ... and mind

Your window of opportunity with a potential customer opens—and shuts—in an instant. Make the most of these fleeting moments with **Advertising Copy and Layout**, a laboratory course focused on the arts of creative copywriting and advertising design. Learn to produce clever ad copy for various media, and practice electronic layout technique.

Experience the Work World

Gain know-how in the workplace through cooperative education and fieldwork experience classes. Work on the award-winning campus weekly, *The Lumberjack*. Hone your broadcasting skills at KJACK, the university's 24-hour, student-run radio station or on NAU Live, the university's TV channel. Internships are also available on a competitive basis in the Arizona Legislature.

It all comes together

Marketing moves products toward customers. Advertising moves customers toward products. These two disciplines are entwined in theory and practice. **Creative Advertising Strategies**, an upper-level course, teaches you to take advantage of this integration. Learn to develop and implement advertising strategies as they relate to executing an overall marketing plan.

Participate!

Students subscribe to trade journals and join professional organizations, including the **American Institute of Graphic Arts (AIGA)** and **Special Interest Group for Computer GRAPHics (SIGGRAPH)**. The student chapter of the AIGA hosts guest speakers, arranges studio tours, and screens films. Members are offered insurance and discounts on services and products required for professional practice.

The **Public Relations Student Society of America (PRSSA)** provides students with professional experiences and contacts prior to graduation. The university's chapter offers activities designed to build portfolios and develop skills in a real-world setting. It maintains a close relationship with the Phoenix Chapter of the Public Relations Society of America.

Study Abroad

Study for a summer, a semester, or an academic year in universities around the globe. We provide international education opportunities for all academically qualified students. The advertising program has cooperative agreements with institutions in Australia, New Zealand, United Arab Emirates, and the United Kingdom. Start your travel planning with a visit to nau.edu/international.

Finish in Four

Stay on a four-year track to your degree and save money in the process. The university guarantees that you will have access to the courses you'll need to graduate on time. Visit nau.edu/finishinfour.