

Creatively Unique

Bachelor of Arts/Bachelor of Science in Advertising

SCHOOL OF ARTS & SCIENCES
SCHOOL OF BUSINESS
Online and On Location



Southern
New Hampshire
University 

Go Communicate Your Brand

Bachelor of Arts/Bachelor of Science in Advertising



Become a savvy, creative business driver with Southern New Hampshire University's online BA/BS in Advertising program. Choose between a business focus with the Bachelor of Science program and a liberal arts/creative focus with the Bachelor of Arts program.

BS Advertising students complete business core courses, including courses in accounting, finance and business law, while BA Advertising students complete liberal arts core courses, including courses in the humanities, literature and history.

The online Advertising program provides the knowledge and skills you need to work in the advertising field, whether your interest is in creative development, media planning and purchasing, account management, or any other allied area. You'll learn the key steps to creating impactful integrated marketing campaigns.

Why the BA/BS in Advertising Degree Online at SNHU?

As a private, nonprofit, accredited university, SNHU focuses on ensuring you have the necessary skills to succeed.

- Quality education at one of the most affordable tuition rates available.
- Transfer-friendly – transfer up to 90 credits.
- SNHU is a traditional, Tier 1 university and winner of the NHBR Best of Business Award.

BA/BS Advertising – The Curriculum

Topics of study include:

- advertising
- social media
- research
- integrated marketing
- communications
- brand communication
- media planning
- account management
- consumer behavior
- public relations
- creative services
- graphics

The curriculum, designed and taught by practicing professionals with the academic credentials students expect, provides a solid background in business or the liberal arts.

Work with your advisor to tailor your degree with a minor in such areas as marketing, leadership, communication, creative writing, sport management, psychology and more to improve your career prospects.

BA/BS Advertising – Outcomes

Our Advertising graduates are prepared for careers in the creative and management divisions of corporations and agencies. Opportunities include account management, creative services, media planning and sales, public relations and analytics/research.

Most entry-level professional and managerial positions in advertising and public relations require a bachelor's degree.

Career Fields

- Account management
- Art direction
- Direct marketing
- Copywriting
- Advertising sales
- Design and production
- Print production
- Media planning
- Research
- Technical writing
- Market research
- And many more

Employers who have hired SNHU students and graduates include Anthem Blue Cross/Blue Shield, Fidelity Investments, m5 Communications, WMUR-TV and Reebok.

Transferring to SNHU

SNHU makes transferring as easy as possible with generous transfer credit policies. The university will accept up to 90 transferred academic credits and will automatically complete an official credit evaluation as part of the application review process.

Financial assistance is available for those who qualify and financial counseling is available to all students.

Accreditation

Accreditation Council for Business Schools and Programs
European Council for Business Education
New England Association of Schools and Colleges

