

Creatively Unique  
Bachelor of Science/Bachelor of Arts in Advertising

SCHOOL OF BUSINESS /  
ARTS & SCIENCES



Southern   
New Hampshire  
University

# Go Communicate Your Brand

## Bachelor of Science/Bachelor of Arts in Advertising

Choose your focus — business or creative — with the Bachelor of Science/Bachelor of Arts program in advertising at Southern New Hampshire University.

Our advertising degree program emphasizes professional experience and real-world projects.

Our advertising graduates are prepared to work in the creative and management divisions of corporations and agencies in the United States and abroad, thanks to unique experiences the major offers in print, radio, television and Web advertising.

Tap into a large alumni network for help in your job search. Use your free electives to complete internships and engage in projects to build your professional advertising portfolio. Design creative campaigns in our Ad Lab, one of only two such labs in the country, where you will conduct market research, meet with clients and design multimedia advertising campaigns.

### The Advertising Program at SNHU

The advertising major at SNHU includes courses in marketing, advertising, communications, public relations, graphic design and technology. SNHU is the only school in New England that allows you to choose a business focus (B.S.) or a liberal arts focus (B.A.). B.S. students complete business core courses, including courses in accounting, finance and business law. B.A. students complete liberal arts core courses, including courses in the humanities, literature and history. No matter which program you choose, you can pair your advertising major with one or more minors in business, communications, creative writing, graphic design, information technology or psychology, to name a few.

“Students work on projects that are actually put into play in real life. I’ve already had two years’ experience working with clients, which is what I want to do.”

— Shabazz Hussain  
Advertising student

### Real-World Clients

The Ad Lab, SNHU’s student-run, on-campus advertising agency, offers students an opportunity to work with non- and for-profit clients, as well as government agencies, including:

- American Red Cross
- Catholic Medical Center
- Manchester Monarchs
- New Hampshire Higher Education Assistance Foundation
- Print Savvy Marketing Group
- SEE Science Center
- State of New Hampshire
- United Way

Marketing internships outnumber our students 4-1, providing an excellent opportunity for a variety of professional experiences.

### Advertising Careers

Job opportunities in advertising, promotions and marketing are expected to grow by 13 percent through 2018, according to the U.S. Bureau of Labor Statistics.

Many reputable employers have hired SNHU interns and graduates, including:

- BAE Systems
- Lindt
- Medicus Healthcare Solutions
- Merchant Motors
- Salt Communications

### Accreditation

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

Southern  
New Hampshire  
University