

Advertising

PROGRAM OVERVIEW Advertising majors choose between two areas of emphasis: the Advertising Account Management track to develop expertise in planning, budgeting, administrating and coordinating services; and the Advertising Creative track to master the creative components of the advertising industry, including writing, design, print and broadcast production, traffic and creative services. Non-majors may choose advertising as a minor, which requires the completion of 21 credit hours that may include both management and creative advertising courses. Both tracks, account management and creative, are available as minors.

The capstone experience merges the Advertising Creative, Advertising Management and Minor students to collaborate their expertise. This experience gives students the opportunity to participate in a national student advertising campaign each spring. In 2008, Drake students placed second, within one point of the first-place winners.

Accredited by the Accrediting Council on Education in Journalism and Mass Communication, Drake is among 109 accredited programs nationwide. To win accreditation, schools meet 12 standards, which address such issues as class size, diversity within the faculty and curriculum. Accreditation reviews occur every six years. Drake's program has been continuously accredited, most recently in 2004.

FACULTY

Dorothy Skiba Pisarski, Assistant Professor of Advertising. Pisarski taught at Saint Francis University and Mount Aloysius College, both in the Allegheny Mountain region of Western Pennsylvania. A native of New York City, she has extensive professional experience in marketing and advertising, in both consumer and industrial products. Pisarski earned an M.B.A. from the Stern School of New York University and holds a B.S. from Siena College in Albany, N.Y. Pisarski is particularly interested in the evolution of how children learn consumer behaviors.

Sandy Henry, Assistant Professor of Advertising. For nearly 12 years, Henry was the TV/Multimedia Producer in Drake's TeleMedia Center, where she wrote and produced projects for every medium. Prior to that, she was a creative for a Des Moines-based advertising. Her clients covered the spectrum, from a major grocery store chain, to a non-profit arts organization, to one of the world's largest agricultural seed companies. Henry has won many awards for her work, including Addys, Tellys and CASE Awards. She earned her M.A. from Drake and her M.S. from Miami of Ohio.

ACADEMIC PREPARATION No specific courses are required; however, students are encouraged to take writing courses in high school. Writing and editing are important skills for all journalism majors.

REQUIREMENTS FOR MAJOR Both the creative and management majors require 31 journalism credit hours with six journalism elective hours (optional) and eight non-journalism courses.

DRAKE CURRICULUM The Drake Curriculum, required of all undergraduates, is designed to help students meet personal and professional goals as they acquire fundamental knowledge and abilities in ten Areas of Inquiry, including communication, critical thinking, artistic experience, historical consciousness, information and technology literacy, international and multicultural experiences, scientific and quantitative literacy, values and ethics and engaged citizenship. Students work closely with their academic advisers to craft a program of study in general education that prepares students for civic and professional leadership.

The Drake Curriculum also requires first-year seminars, which foster development of critical thinking and written and oral communication skills through a topical focus; and a Senior Capstone, in which students demonstrate the capacity to bring information, skills and ideas to bear on one project.

INTERNSHIPS & OPPORTUNITIES Advertising students enjoy numerous opportunities for advertising-related internships and part-time employment in the greater Des Moines area. In recent years, Drake students have been awarded the prestigious Vance Stickell internship at Saatchi & Saatchi in New York City.

In addition to fully equipped computer labs and electronic media studios, Drake students have use of the Kragie-Newell Interactive Media Lab, a new facility that allows classes to collaborate on projects across disciplines using the latest multimedia technology.

CAREER OPTIONS Students prepare for careers in advertising agencies, publications, the broadcast media, broadcasting stations, business and industry, and trade and professional associations.

HONORS Drake advertising students also compete in the local ADDY awards sponsored by the American Ad Federation of Des Moines, and the Students in Free Enterprise (SIFE) competition.

National Honor Societies:

- Alpha Delta Sigma membership by nomination of the advertising faculty.
- Kappa Tau Alpha membership for qualifying top 10 percent of seniors (some juniors) who meet all requirements for membership.

STUDENT ORGANIZATIONS AND ACTIVITIES

- Ad Club: Affiliated with the American Advertising Federation
 - Times-Delphic: Student newspaper
 - Drake Magazine: Student magazine
 - DBS: Drake Broadcasting System
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HOW TO REACH US

WRITE

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