ADVERTISING

Mission Statement
Our primary goal is not to teach a specific skill but develop a person’s capacity for innovation. We strive to distinguish the UWF Advertising program as both a demanding, respected program as well as a national center of creative advertising excellent.

Student Learning Outcomes
The graduate of the UWF Advertising program will be able to:

Content
- Describe how advertising is coordinated, managed and integrated into the marketing mix
- Use advertising terminology accurately
- Identify career paths in advertising

Critical Thinking
- Apply creative and problem solving skills to address advertising challenges
- Evaluate the effectiveness of advertising strategy and tactics

Communication
- Conceive, write, design, edit, produce and evaluate effective advertising
- Use industry-standard technology
- Display proper use of spelling, grammar, and style

Character/Integrity/Values
- Describe contemporary ethical issues in advertising
- Make informed ethical decisions in professional practice

Project Management
- Plan, develop, execute and present an integrated advertising communication plan
- Practice effective time management strategies

Find Out More about Advertising at UWF:
http://uwf.edu/commarts/programs/baadv.htm

COMMUNICATION ARTS
College of Arts and Sciences