

Advertising and Digital Marketing Communications (BA)

This program is offered by the School of Communications/ Communications and Journalism Department and is only available at the St. Louis main campus.

Program Description

The Advertising and Digital Marketing Communications degree prepares students to become strategic, creative, and data-driven professionals in today's digital-first communications environment. The program blends advertising fundamentals with modern digital marketing practices, emphasizing social media, online advertising, content creation, visual storytelling, and audience engagement across web-based and emerging platforms. Students develop practical skills in writing, creative design, digital strategy, media planning, analytics, and project management while creating campaigns that connect brands with consumers in measurable ways.

The program prepares students to work in corporate, nonprofit, and government organizations, focusing on building brands, engaging audiences, managing reputation, and driving results across digital channels. Graduates are ready to contribute in advertising agencies, digital marketing firms, social media agencies, corporate marketing departments, nonprofit organizations, and public institutions. This degree aligns with growing demand for professionals who can navigate fast-changing media environments and deliver results in today's communication-driven economy.

Graduates are prepared for roles such as:

- Advertising Account Executive or Strategist
- Digital Marketing Specialist
- Social Media Manager or Content Strategist
- Brand or Marketing Coordinator
- Digital Media Planner or Buyer
- Social Listening or Audience Insights Analyst
- Content Marketing Strategist
- Influencer Marketing Coordinator
- Marketing Analytics Assistant
- Campaign or Project Manager
- Copywriter or Art Direction Assistant
- Corporate Communications Associate
- E-Commerce Marketing Associate

Learning Outcomes

Successful graduates of this program will be able to:

- Analyze an organization's strategic communication opportunities across owned, earned, and paid media channels.
- Create multi platform marketing communication programs to address defined goals, measurable objectives leveraging strategies and tactics to engage specific target audiences.
- Act strategically in weighing communication options and provide objective based recommendations to solve communication challenges and opportunities.
- Communicate industry terminology, theories, data, best practices, and principles to present and support their work.
- Demonstrate interpersonal and organizational skills to conduct themselves with professionalism in project management, client relationships, portfolio development, presentations, and work relationships in a team environment in execution and measurement of strategic communication plans.

Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 54 required credit hours
- Applicable University Global Citizenship Program hours
- Electives
- Successful completion of Portfolio Review

Required Courses

- INTM 1600 Introduction to Interactive Digital Media (3 hours)
- MDST 1050 Media Writing (3 hours)
- ADVT 1940 Introduction to Marketing Communications (3 hours)
- PBRL 1010 Fundamentals of Strategic Communications and Public Relations (3 hours)
- ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3 hours)
or INTM 2200 Visual Design for Interactive Media (3 hours)
- ADVT 2550 Creative Strategies (3 hours)
- PBRL 2800 Organizational Internal Communication (3 hours)
- ADVT 2910 Writing for Advertising and Public Relations (3 hours)
- ADVT 4040 Advertising Production* (3 hours)
- MDST 3300 Media Law, Ethics & Policy (3 hours)
- ADVT 3600 Social Media Content and Development (3 hours)
- PBRL 4250 Media Relations (3 hours)
- INTM 3050 Information Visualization (3 hours)
- ADVT 4190 Advertising Research (3 hours)
- MDST 4950 Internship* (3 hours)
or MDST 4620 Media Practicum/Thesis* (3 hours)

*Capstone Course

In addition, a minimum of 9 credit hours are to be chosen from the following:

- ADVT 3500 Visual Communication for Advertising and Public Relations (3 hours)
- ADVT 3200 Sports Marketing Communications (3 hours)
- MDST 2800 Media, Diversity and Society (3 hours)
- ADVT 4200 Media Planning, Buying and Selling (3 hours)
- MDST 2500 Professional Development for Media Careers (3 hours)
- ADVT 3700 Digital Marketing Analytics (3 hours)
- MDST 3100 Social Media Strategy and Tactics (3 hours)
- ADVT 4910 Advertising Campaign Production (3 hours)
- PBRL 4300 Crisis Communications and Issues Management (3 hours)
- INTM 3850 Interactive Marketing Communications (3 hours)
- MNGT 3150 Consumer Behavior (3 hours)
- MNGT 3540 Digital Marketing (3 hours)
- ADVT 4620 Senior Overview (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution electronically to transcripts@webster.edu. If this service is not available, send transcripts to:

Office of Admission
Webster University

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470 E. Lockwood Ave.
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