

Communication Department Launches Advertising Program Reboot

by Scarlett Sperduto

The Manhattan College Communication Department is extremely excited to announce that the Advertising concentration will be undergoing some big changes that will be set into action in Fall of 2021.

The purpose of this reboot is for the concentration's curriculum to be updated in order to match changes in the rapidly evolving advertising industry. It would allow for students to have more options to learn and practice the role of advertising in this new environment.

Introduction to Advertising, the first course in the sequence, will be renamed Advertising and Society and will focus more heavily on the cultural, social and historical aspects of advertising in society.

Advertising and Communication Research, the second course in the concentration, will be replaced with a newly designed course called Advertising Agencies and Storytelling. This course will dive into how agencies build narratives and use strategic storytelling in campaign design for clients. It will examine the primary departments in an advertising agency and the ways in which each work together to essay the narrative for a client. The departments the course will cover are account management, research, creative and copy, and digital analytics.

The capstone course, Advanced Advertising Strategies, will be renamed Advertising Campaigns and will be a community-based learning course specifically focused on constructing an advertising campaign.

We want to specifically thank professors Arshia Anwer, Rebecca Kern-Stone and Michael Grabowski for enacting these changes, and for bringing the advertising concentration up to the mark according to industry standards. ★

