

A lot goes  
into a  
[bu.edu/met/advertising](https://bu.edu/met/advertising)  
message  
that sells.

**Boston University** College of Communication  
& Metropolitan College




# From

# Big idea

**A LOT** goes into a message that sells. It may start with the “big idea,” but it takes a range of skills to bring a successful advertising campaign to life in today’s crowded and competitive marketplace.

**Boston University’s Master of Science in Advertising can help you develop those skills.**

- We emphasize digital media and interactive marketing techniques, while providing a foundation in traditional areas such as art direction and copy writing, advertising and brand management, and international marketing.
- Our faculty cut their teeth in major advertising agencies and influential marketing firms in every field. They are the quality behind our brand—and they offer real, valuable connections to the industry that you won’t find elsewhere.
- Because BU’s program is highly respected in the field, employers know the reputation of our curriculum, our faculty, and our alumni. We’re one of Boston’s most trusted and renowned universities—a degree from BU makes your résumé stand out in a crowd.
- Our part-time, evening schedule is designed for working professionals. You benefit from a challenging program that remains convenient and realistic.



An Advertising degree from BU shows employers that you have the dynamic vision and collaborative skills to turn challenge into inspiration, and inspiration into a message that sells.

And that's good for  
your company,  
your clients,  
and your portfolio.

# to Great. Campaign



# Our Faculty

**YEARS** of hard-earned, high-level experience in advertising and corporate communications—that's what our faculty bring to the classroom.

Comprising full-time professors and visiting professionals from Boston University's College of Communication and Metropolitan College, our faculty are award-winning creative directors, media planners, published authors, presidents and CEOs, agency principals, advertising managers, and political media consultants whose insight and expertise prepare you for the competitive, ever-evolving world of advertising. **Their connections to the industry run deep—and that's to your advantage.**



**TIM SULLIVAN ('06)**

Director of Communications,  
Partners Continuing Care

“ The Advertising program at BU literally transformed my life. Having so many professors with real work experience tell me that they thought I could be successful gave me the confidence to take chances and push myself. It also gave me some of the best friends I have in my life. There is no way I'd have my current career without my experience at BU. ”

A yellow speech bubble with a tail pointing towards the bottom left, containing the text 'Our Program' in a bold, dark blue font.

# Our Program

**PRACTICAL**, cutting-edge, and well-rounded, Boston University's part-time Master of Science in Advertising is a hands-on, professional program offered through BU's College of Communication and Metropolitan College.

We combine core advertising fundamentals with the latest approaches in digital content and marketing, preparing you to compete in the fast-paced, ever-changing world of communication—whether you wish to enter this rewarding field, or seek to enhance your current industry knowledge and experience.

You can customize the Advertising program to your needs by choosing a sequence of courses that provide an understanding of interactive, digital content, or by focusing on international marketing and management. We also make sure you master the arts of presenting your pitch and working collaboratively—skills that give you an edge in the daily challenges of any job.

Through case-studies, hands-on practice, market research, and analysis of what works, our curriculum covers:

- ✱ Interactive Media
- ✱ Branding and Creative Development
- ✱ Advertising Management and Strategy
- ✱ International Marketing
- ✱ Mass Communication

**You may take up to two courses in the Advertising program prior to enrolling as a degree candidate.**

# The Curriculum:

## REQUIRED COURSES

THREE COURSES (12 CREDITS)

Writing for Media Professionals **MET CM 707**

Principles and Practices of Advertising **MET CM 708**

Interactive Marketing Communication **MET CM 719**

## ELECTIVES

SEVEN COURSES (28 CREDITS)

Students interested in a **digital media focus** should consider courses highlighted in **red**.

CHOOSE FOUR ADVERTISING ELECTIVES:

Advertising in Society **MET CM 702**

Contemporary Mass Communication **MET CM 704**

Consumer Insight and Account Planning **MET CM 711**

**Video in the Digital Age MET CM 714**

**Digital Communication MET CM 716**

Fundamentals of Creative Development **MET CM 717**

Advertising Management **MET CM 721**

Strategic Brand Solutions **MET CM 726**

New and Traditional Media Strategies **MET CM 736**

**Social Networks in Strategic Communication Planning MET CM 737**

**Principles of Search Engine Marketing MET CM 739**

**Design and New Media MET CM 744**



## EMBRYO CREATIVE

Christopher Antonowich ('07);

Stephanie Corner ('06); Ryan Ferland ('07);

Shannon Hart ('07); Allan Shinohara ('07)

“ Not only did BU’s Advertising program bring us all together, it also provided the well-rounded knowledge we all have—things you don’t always learn on the job. We also had tremendous faculty support. Through them, we’ve made connections with clients and benefited from their knowledge of the industry. It proves that BU provides both the “what you know” and the “who you know” to help you succeed in a very competitive field. ”

**The MS in Advertising  
consists of 10 courses  
(40 credits)**

CHOOSE THREE MANAGEMENT ELECTIVES:

Financial Concepts MET AD 632

Introduction to Electronic Commerce, Systems, and Web Design MET AD 648

Creative Multimedia Tools, Design, and Application MET AD 670

Negotiations and Organizational Conflict Resolution MET AD 725

Leadership in Management MET AD 733

Innovative Marketing Techniques MET AD 737

The Innovation Process: Developing New Products and Services MET AD 741

International Market Research MET AD 852

International Marketing Strategy MET AD 857

International Advertising MET AD 860

For course descriptions and prerequisites,  
visit [bu.edu/met/courses](http://bu.edu/met/courses).



**IAN HUGHES ('07)**

Marketing Manager, YouCastr.com

“ One of the benefits of the BU program is that for the most part the students are not straight out of school. They’ve worked in the industry, and have some experience to bring to the program. The teachers would open up the classroom conversation to allow people with their own experience to examine different angles and contribute to the discussion. Not to mention you have a huge network...” ”

# What next?

You can learn more about the MS in Advertising at Boston University—including admission policies and application guidelines—by calling **617-353-6000** or visiting **[bu.edu/met/advertising](https://bu.edu/met/advertising)**.

We also offer ongoing Information Sessions on our campus. Sign up at **[bu.edu/met/info](https://bu.edu/met/info)**.



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