ADVERTISING

Brand strategy • Consumer behavior • Creative messaging

UNIVERSITY OF WISCONSIN OSHKOSH

Advertising blends creativity, strategy and communication to connect brands with audiences. As an advertising major, you'll learn how to craft messages, understand media trends and build campaigns that make an impact. This major prepares you for careers in agencies, corporations, nonprofits and more – where you'll help brands tell their stories and reach the right people.

MAJOR FACTS

- Classes taught by current and former media professionals
- Combines creativity with a business-focused environment
- Offers opportunities to explore writing, design and data-driven decision making

EXPERIENTIAL LEARNING

Advertising students gain practical experience through client-based projects, internships and student organizations like the Ad Club. Courses often include portfolio work and use industry-standard tools such as Adobe Creative Suite to prepare students for creative careers after graduation.

FEATURED EMPLOYERS

Meta TikTok

CLASSES

- Principles of Advertising
- Advertising Copy and Layout
- Advertising Media
- Digital and Social Media Strategy
- Digital and Social Media Applied

SUCCESSFUL STUDENTS ARE:

- Creative
- Strategic
- Adaptable
- Collaborative
- Innovative

COMMON JOB TITLES

- Advertising Copywriter
- Marketing Specialist

STUDENT ORGANIZATIONS

Advertising Club
Open to all majors, this group hosts guest speakers, agency tours and workshops while helping students explore trends and careers in advertising.

Public Relations Student Society of America (PRSSA)
Internationally recognized pre-professional organization offering opportunities to build a professional network and learn about career paths through speakers, workshops and tours.

Learn more about majors and career opportunities.