

ADVERTISING

Customize Your Degree

Popular Double Majors

Public Relations; Sports Communication and Media; Radio, TV, and Film

Popular Minors

Social Media Content & Strategies; Special Event Communication; Strategic Communication

Popular CUGS (Certificates of Undergraduate Study)

Crisis Communication; Advertising & Graphic Design; Public Relations & the News; Sports, Society & Civic Leadership

WHY CHOOSE ADVERTISING?

The Rowan Advertising program is useful for students who are career-driven and want to use their creativity to help organizations shape messages and reach their intended audiences. Advertising professionals are in high demand in industries like sports, fashion, and healthcare. Our students develop as adept communicators who can create fully-integrated strategic communication campaigns. These campaigns include multiple media formats — from a traditional flyer to a complex social media campaign. At the heart of our program is a focus on core skills such as research, strategy, copywriting, design and media planning.

Supported by nationally-recognized faculty who are leaders in their field, Rowan advertising students have the opportunity to gain real-world experience both inside and outside of the classroom by working with real clients in courses, internships, practicum and student organizations. Students are encouraged to make use of the program's extensive internship database and to network with the many successful program alums. Ultimately, a degree in advertising prepares students to share information with the public in ways that will captivate their attention.

Learn more



THE BOTTOM LINE

In a world with so much information at our fingertips, it can be hard to get your message to stand out. The Rowan Advertising program will help you learn to analyze your audience's information needs and values in order to shape messages that will reach them. Our program is designed for flexibility; it allows for plenty of space to specialize within the major or add a second major in an adjacent field. Our students graduate ready to begin impactful careers that shape purchasing behavior and instill behaviors through persuasion.



ADVERTISING QUICK FACTS



Anabelle Lopez, '26

“Rowan’s Advertising program shaped me into the creative leader I am today. With professors who truly cared about my growth, I learned everything from creative briefs to media planning while mastering Adobe Suite, Figma, and Canva. My classmates became

lifelong friends who taught me teamwork and organization. These experiences led me to serve as Vice President of Rowan Advertising Club and President of Rowan’s AAF chapter, building a strong portfolio and the confidence to lead and create in the industry.”



Internship Sites

Anne Klein Communications Group
Disney 6ABC Marketing
Hard Rock Hotel
NFL Alumni Association
Ocean Casino
Office of Cory Booker, United States Senate
Philadelphia 76ers
Sirius XM Radio
Smith Publicity
Spencer and Spirit
Stern Strategy Group
Subaru of South Jersey
Thomas/Boyd Communications
Warner Brothers Discover NYC



Avg. Classroom Size

25



Student Clubs

AAF Competition Team
ProfAgency
Rowan University’s Ad Club



Potential Careers

Copywriter
Media Buyer
Strategic Planner
Art Director
Account Coordinator
Media Planner
Creative Director
Corporate Advertising



Signature Events

National Student Advertising Competition
Perfect Pitch
Spring Gala



Number of Majors

189



Experiential Learning

Ad Practicum
Internship I & II



Employer Snapshot

Addressable Sales Director, Walt Disney Company
Communication Specialist, IKEA
Community Engagement, Forge Health
Engagement Manager, IQVIA
Graphic Designer, Workwave
Senior Designer at BILL
LA28 Olympics
LIVE Casino
Ocean Casino
Soleil Sotheby Realty
Stockton University