

## Chapter V - Institutions Offering Advertising Programs

Of more than 1,000 institutions that teach advertising courses, 145 indicate organized advertising and/or joint advertising/public relations programs. This figure is based on the returns of a questionnaire for the 2005 edition of *Where shall I go to study advertising and public relations?* In the 1964 study, 77 institutions were included. In the 1998 study, 111 were reported and presently there are 145.

There were other studies concerning institutions with advertising programs. In his 1962 study for the American Academy of Advertising, Charles L. Allen, Oklahoma State University, estimated that 50 institutions had advertising programs. His study, however, included only 35 of these schools.<sup>1</sup>

A similar study by Gordon A. Sabine, Michigan State University, cited 39 institutions with programs,<sup>2</sup> while a University of Kansas study by Link and Dykes listed 38.<sup>3</sup>

From his 1989 study, Lee B. Becker, Ohio State University, estimated there were 128 journalism/mass communications schools that have advertising sequences.<sup>4</sup> However, his actual count based on replies to his questionnaire was 111.

The differences in the figures used in the five studies can be traced to the authors' interpretations of what constitutes an advertising program. This will be discussed more thoroughly in the next chapter on programs.

The 145 institutions that offer advertising programs are located in 41 states and the District of Columbia. The United States has been divided into five areas as it was in the 1964 study: Eastern, Southeastern, Southwestern, Western, and Midwestern.

It should be noted that there are only four states in the Southwestern region. In order to keep comparable figures, the same

division of states is used in this study. The original structure was used due to the regional setup of Alpha Delta Sigma, men's advertising professional fraternity. The fraternity only used four states in the region due to large number of collegiate chapters in Texas.

**Table 5-1**  
**Schools with Advertising Programs by Regions**

<b>Region</b>	<b>1964</b>	<b>1989</b>	<b>2005</b>	<b>Percent increase from 1964-2005</b>
<b>Eastern</b>	<b>12</b>	<b>13</b>	<b>21</b>	<b>75</b>
<b>Southeastern</b>	<b>13</b>	<b>27</b>	<b>33</b>	<b>154</b>
<b>Southwestern</b>	<b>14</b>	<b>18</b>	<b>25</b>	<b>79</b>
<b>Midwestern</b>	<b>24</b>	<b>34</b>	<b>51</b>	<b>113</b>
<b>Western</b>	<b>14</b>	<b>19</b>	<b>15</b>	<b>7</b>
<b>Total</b>	<b>77</b>	<b>111</b>	<b>145</b>	<b>88</b>

## **Regions**

Table 5-1 shows the number of schools within the five regions having advertising programs in 1964, 1989 and 2005. It also includes the percentage increase from the 1964 study to the present for each region and the nation.

Nationally, there was an increase of 68 schools, 88.3 percent in the past 41 years. The Southeastern region had the largest increase, 154 percent. The Midwestern region continued to have the most schools with 51. The smallest growth was in the Western region, with an increase of seven percent. The Western region increased the number of schools by only one.

The 145 schools reported 147 programs with the University of Alabama and San Diego State University each reporting both an advertising program and a joint advertising/public relations program at the graduate level.

## Eastern Region

The Eastern region is no longer the smallest of the five regions as it was in both the 1964 and 1989 studies. It has grown from 12 schools in 1964 to 21 in 2005, a gain of 75 percent. In the 11 states region, only six states and the District of Columbia report schools with advertising programs. In this study, five states do not have programs. Included are: Delaware, Maine, New Hampshire, Rhode Island and Vermont.

Connecticut	University of Bridgeport University of Hartford
Delaware	None
Maine	None
Maryland	Loyola College
Massachusetts	Boston University Emerson College Suffolk University
New Hampshire	None
New Jersey	Rowan University
New York	Baruch College, City University of NY Buffalo State College, SUNY College College of New Rochelle Ithaca College Marist College Saint Bonaventure University Syracuse University
Pennsylvania	Bloomsburg University Duquesne University Lock Haven University of Pennsylvania Pennsylvania State University Point Park University Temple University
Rhode Island	None
Vermont	None
District of Columbia	Howard University

Fifteen of the schools listed were not in the original study. Only six of those in the 2005 were among the original schools in that study. That included Bridgeport, Boston, Baruch College, Syracuse, Duquesne and Pennsylvania State.

New York has the largest number of schools, seven.

## **Southeastern Region**

Thirty-three southeastern institutions within the 10-state region, offer advertising programs, up from 13 in the original study. The 154 percent increase is the largest of any of the five regions. Each of the states in the region has at least one institution with an advertising program. The breakdown of the region by states is as follows:

Alabama	University of Alabama Samford University
Florida	Florida Gulf Coast University Florida International University Florida State University University of Central Florida University of Florida University of Miami University of North Florida University of South Florida University of West Florida
Georgia	Brenau University University of Georgia
Kentucky	Murray State University University of Kentucky Western Kentucky University
Mississippi	University of Southern Mississippi
North Carolina	Appalachian State University Campbell University Elon University University of N C at Chapel Hill
South Carolina	University of South Carolina
Tennessee	East Tennessee State University Middle Tennessee State University

	University of Memphis
	University of Tennessee
	University of Tennessee at Chattanooga
Virginia	Liberty University
	Radford University
	Virginia Commonwealth University
West Virginia	Bethany College
	Marshall University
	West Virginia University

Florida has the largest number of schools, nine, reported in the Southeastern region. Tennessee follows with five. Mississippi and South Carolina have the least with one in each state.

### Southwestern Region

Although this region has the least number of states, four, it has 25 schools with advertising programs. Texas, with fourteen institutions, has increased by seven since the 1989 study. It continues to have the largest number of schools in the region and the United States. The regional breakdown follows:

Arkansas	Arkansas State University
	Harding University
	University of Arkansas
	University of Arkansas Little Rock
Louisiana	Louisiana State University
	Loyola University New Orleans
Oklahoma	Oklahoma City University
	Oklahoma State University
	Southeastern Oklahoma State University
	University of Central Oklahoma
	University of Oklahoma
Texas	Abilene Christian University
	Midwestern State University
	Southern Methodist University
	Texas Christian University

Texas State University - San Marcus  
Texas Tech University  
Texas Wesleyan University  
University of Houston  
University of North Texas  
University of Texas at Arlington  
University of Texas at Austin  
University of Texas at El Paso  
University of Texas - Pan American  
West Texas A&M University

Since the 1989 study, Arkansas has added two schools and Texas has added five. Louisiana and Oklahoma have retained the same schools from the previous study. One school, Texas State University at San Marcus, has changed its name from Southwest Texas State University.

## **Midwestern Region**

The 12-state region includes 51 institutions offering advertising programs, the largest number in any of the five regions. This is an increase of 27 schools, 113 percent, from the original study. All states, except North Dakota, in the region have at least one school with an advertising program. Illinois has eight schools listed, the most in the any state in the region. Ohio, that had six schools in the previous study and the most of any state in the region, dropped to three in the current study. Indiana and Nebraska each have six schools in the 2005 study, which is second behind Illinois. The regional breakdown follows:

Illinois	Bradley University
	Columbia College Chicago
	DePaul University
	Northwestern University
	Roosevelt University
	Southern Illinois University
	University of Illinois
	Western Illinois University

Indiana	Ball State University Butler University Purdue University Purdue University Calumet University of Evansville University of Southern Indiana
Iowa	Drake University Iowa State University Morningside College
Kansas	Kansas State University Pittsburg State University University of Kansas Washburn University Wichita State University
Michigan	Central Michigan University Ferris State University Grand Valley State University Michigan State University Oakland University Western Michigan University
Minnesota	Bemidji State University St. Cloud State University University of Minnesota College of St. Thomas
Missouri	Southeast Missouri State University Southwest Missouri State University University of Missouri Webster University
Nebraska	Creighton University Hastings College Midland Lutheran College University of Nebraska University of Nebraska at Kearney University of Nebraska at Omaha
North Dakota	None
Ohio	Ohio University Xavier University
South Dakota	Youngstown State University South Dakota State University University of South Dakota

Wisconsin

Marquette University  
University of Wisconsin  
University of Wisconsin-Oshkosh  
University of Wisconsin-Whitewater

The Midwestern region's 51 schools make up 35 percent of all the regions.

## Western Region

Fifteen universities in the 13-state Western region, have the least number of schools in any of the regions. This is four less schools than reported in the 1989 study. California has four schools listed, the most in the region. Alaska, Montana and Wyoming are the only states without any schools. A breakdown of the region by states follows:

Alaska	None
Arizona	Northern Arizona University
California	California State University-Fresno California State University-Fullerton San Diego State University San Jose State University
Colorado	University of Denver University of Northern Colorado
Hawaii	Hawaii Pacific University
Idaho	University of Idaho
Montana	None
Nevada	University of Nevada-Reno
New Mexico	New Mexico State University University of New Mexico
Oregon	University of Oregon
Utah	Brigham Young University
Washington	Washington State University
Wyoming	None

Twelve of the schools listed were included in the 1989 study, while two schools, California State University-Fresno and Hawaii

Pacific University, were included for the first time. Seven schools included in the past study did not report programs for 2005.

## Rate of Returns

Of the 77 schools reported in the 1964 study, 23 were not included in the 1989 update. There were 57 new schools included in the second study. The number of schools not included had either dropped the advertising program or failed to complete the questionnaire.

The 145 schools reported in the present study included 62 newly added schools. Twenty-eight schools listed in the prior study were not included in this study.

In each of the three studies, each school was contacted at least three times, in many cases more than that.

There were 45 schools that were included in all three studies. The Midwestern region had 16 in each of the studies, the Southeast 11, the Southwest eight and both the Eastern and Western had five.

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1. Allen, 4.
  2. Sabine, 4.
  3. Link and Dykes, 1.
  4. Becker, Lee B. (Autumn 1989) "Enrollment growth exceeds national university averages," *Journalism Educator*, 11.