ADVERTISING

College of Communication Arts and Sciences

205. Introduction to Advertising
Fall, Winter, Spring, Summer. 3(3-0) Sophomores.
Comprehensive survey of basic principles and practices in advertising in their relation to our economy, our society, and our system of mass communication. Historical, social, and economic development of the field. Psychological and creative factors involved in advertising, research, media, and campaigns.

306. Advertising Management I
(460) Fall, Winter, Spring, Summer. 4(2-2) ADV 205, MTA 301 or concurrently, or approval of department.
Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.

317. Advertising Creative Strategy and Execution I
Fall, Winter, Spring. 4(3-2) ADV 306.
Process of making strategic and tactical creative decisions. Numerous writing assignments related to developing creative strategy, visualization techniques, basic copy structures, lifestyle advertising, conveying advertiser and brand images.

321. Advertising Graphics and Production
(307) Fall, Winter, Spring. 4(3-2) ADV 307.
Production problems in preparing material for magazines, direct mail, and newspapers. Printing processes; color printing; advertising art; paper and its uses; booklet production.

323. Consumer Behavior
(303) Fall, Winter, Spring. 4(4-0) ADV 205, PST 170, SOC 241.
Acquiring, analyzing, and interpreting consumer information for advertising decisions, including situation analysis, market and audience analysis, setting objectives, message and media decisions, advertising evaluation.

327. Principles of Public Relations
Fall, Winter, Spring, Summer. 3(4-0) Nature of public relations practice in business, education, government. Emphasis on public relations principles: identifying target publics, press relations, cost management, planning public relations programs.

417. Advertising Creative Strategy and Execution II
Fall, Winter, Spring. 3(2-2) ADV 317.
Continuation of ADV 317. Numerous writing assignments related to developing creative strategies, developing and coordinating messages for different media, presenting and explaining creative executions, structuring copy emphasizing narrative techniques, techniques of visualization.

418. Newspaper Advertising and Business Management
Fall, Winter. 4(4-0) Advertising or journalism majors.
Newspaper advertising, staff management, rates, circulation and promotion, research, editorial and business office supervision, law, finance, purchasing, and employee relations.

423. Retail Advertising and Promotion
Fall, Winter, Spring. 4(4-0) Majors: ADV 317; others: Juniors.
Planning and execution of retail advertising and promotion with emphasis on smaller retailers; practice in retail copy and layout; selecting media; research; outside project related to the student's interest.

441. Television and Radio Advertising
Fall, Winter, Spring. 4(4-0) ADV 305.
Principles and practices underlying successful radio-television advertising, emphasis on media research, rate structure, programming, creativity, instruction in televising commercials.

446. Advertising Media Planning and Strategy
Fall, Winter. 4(4-0) ADV 306 or approval of department.
Planning, execution and control of advertising media programs. Four key characteristics of the media. Buying and selling process, and techniques and methods used in media planning process.

475. Advertising Research
Fall, Winter, Spring. 4(2-2) ADV 306, ADV 323 or approval of department.
Nature, scope, and applications of research in advertising; theory, concept, and fact in the research process; dimensions of advertising research; data collection, field investigation, measurements of advertising and media audiences; evaluation of advertising messages.

486. Advertising Management II
(488) Winter, Spring, Summer. 4(4-0) ADV 317.
Role of advertisers, agencies and media in applying advanced decision theories and techniques. Use of major projects to apply methods of planning, directing and controlling comprehensive advertising and public relations programs.

499. Individual Projects
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

831. Media Research I
Fall. 4(4-0) Approval of department.
Interdepartmental with and administered by the Department of Telecommunication.
Survey and experimental research designs and their relationship to mass media problems. Applied mass media research, audience research, consumer studies, mass media message research.

832. Media Research II
Winter. 4(4-0) TC 831. Interdepartmental with and administered by the Department of Telecommunication.
Data analysis techniques and presentation of mass media research data. Models for the study of mass media research problems.

846. Management of Media Programs
Spring. 4(3-1)
Planning, execution and control of media programs. Theory and techniques of media allocation, including use of marginal analysis, mathematical programming, simulation and game theory in formulation of media strategy.

850. Problems in Public Relations
Fall. 4(4-0) Approval of department.
Counsels and principles of audience analysis to develop solutions to public relations problems.

858. Management of Advertising Information
Spring. 4(4-0) ADV 826.
Management of information for advertising planning, decision-making and control. Design of advertising information systems, decision to buy information, collection and analysis of information, data bank management.

865. Advertising and Society
Spring. 4(4-0) Approval of department.
Theory and scientific evidence relevant to the process and effect of advertising on individuals and on the socio-economic system. Social responsibilities of advertising and advertising regulation.

870. International Advertising
Summer. 4(4-0) ADV 826 or approval of department.
International advertising and promotion; formulation and implementation of international promotional strategies and policies; cases and problems from the viewpoint of advertisers and advertising agencies.

890. Special Problems
Fall, Winter, Spring, Summer. Variable credit. Approval of department.

899. Master's Thesis Research
Fall, Winter, Spring. Variable credit. Approval of department.

965. Economics of the Mass Media
Spring. 4(4-0) Approval of department.
Economic theory and analysis relevant to mass media. Economic structure of the media and advertising. Conditions of competition among media and within related industries. Economic performance of media and advertising.

990. Independent Study
Fall, Winter, Spring. 3 to 12 credits. May reenroll for a maximum of 12 credits. Approval of department.
Independent study of advanced theory, research and history of advertising thought.