

**Descriptions – Advertising
of
Courses**

ADVERTISING ADV

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 of 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, Summer. 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 317.

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, PSY 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. 4(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 Seniors.

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 preparation of retail advertising and promotion with emphasis on smaller retailer; 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 205.

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. Fundamental characteristics of the media. Buying and selling process, and techniques and methods used in media planning process.

465. Advertising and Social Responsibility

Winter, Spring, Summer. 4(4-0) At least 10 credits in advertising courses or approval of department.

Assessing the impact of advertising on society, the culture and the economy. Study of ethical systems as basis for evaluating advertising. Self-regulation, laws and government regulation of advertising.

475. Advertising Research

Fall, Winter, Spring. 4(3-2) 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

(449.) Winter, Spring, Summer. 4(4-0) ADV 317, ADV 475.

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.

823. Consumer Behavior

Winter. 4(4-0) COM 820 or approval of department.

Examination of the emerging knowledge concerning consumer behavior. Emphasizes inquiry into the theory and process whereby consumer behavior is influenced by means of interpersonal and mass communication.

826. Advertising Management

Fall, Winter. 4(4-0)

Planning and formulating promotional strategy; establishing policies and making decisions to solve promotional problems of advertisers and agencies. Emphasis on case analysis.

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.

Purposes 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, Summer. 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.