

**ADVERTISING                      ADV**

**College of Communication Arts and Sciences**

- 205. Principles of Advertising**  
Fall, Winter, Spring, Summer. 4(4-0)  
*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.
- 317. Advertising Creative Strategy and Execution**  
Fall, Winter, Spring, Summer. 4(3-2)  
MTA 300 or concurrently, ADV 205, JRN 201.  
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**  
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**  
Fall, Winter, Spring, Summer. 4(4-0)  
MTA 300 or concurrently, 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.
- 346. Advertising Media Planning and Strategy**  
(446.) Fall, Winter, Spring, Summer. 4(4-0) ADV 317, ADV 323, MTA 301.  
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.
- 417. Advanced Advertising Creative Strategy and Execution**  
Fall, Winter, Spring. 3(2-2) May reenroll for a maximum of 6 credits. 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.
- 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.
- 460. Advertising Management**  
(306.) Fall, Winter, Spring, Summer. 4(2-2) ADV 346, MTA 301.  
Decision theory and techniques used in planning, directing, and evaluating advertising. Emphasis on media-message strategies and media systems.
- 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 323.  
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 Campaigns**  
Winter, Spring, Summer. 4(4-0) ADV 346, 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, Summer. Variable credit. Approval of department.
- 931. Mass Media and the First Amendment**  
Fall. 4(4-0) Advanced graduate students. Interdepartmental with the departments of Journalism and Telecommunication. Administered by the Department of Journalism.  
First amendment rights and the mass media. Analysis in depth of past and present public policy in areas of confrontation over guaranteed rights of freedom of expression.
- 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.