ADVERTISING

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(2-2)
MTA 300 or concurrently, ADV 205, JFN 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. 4(4-0)
MTA 300 or concurrently, 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. 4(4-0)

411. 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.

419. Advertising Campaigns
Winter, Spring. Summer. 4(4-0)
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.

423. Retail Advertising and Promotion
Fall, Winter, Spring. 4(4-0)
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.