334 International Advertising
Spring, 3(3-0) P.M: ADV 330 or ADV 340 or ADV 350 R: Open only to Advertising majors. SA: ADV 470
Advertising decisions and consumer behavior. Political systems, literacy rates, new technologies, consumer behavior, and culture. Decision making, strategy, media selection, creative execution and campaign evaluation.

336 Promotions and Sponsorships
Fall, Spring, 3(3-0) P.M: ADV 330 or ADV 340 or ADV 350 R: Open only to Advertising majors. Not open to students with credit in ADV 336A.
Non-traditional advertising strategies. Sponsorship of causes, sports marketing, motion picture marketing, cross-promotion strategies and strategies for non-profit organizations.

340 Advertising and Public Relations Research Methods
Fall, Spring, Summer. 3(3-0) RB: ADV 275 R: Open only to juniors or seniors in the Advertising major.
Gathering information and use of information for more effective communications strategies.

342 Account Planning
Spring, 3(3-0) P.M: ADV 330 or ADV 340 or ADV 350 R: Open only to Advertising majors.
Principles of account planning. Strategic thinking, use of focus groups, and other qualitative methods.

350 Advertising Media Planning and Strategy
Fall, Spring, Summer. 3(3-0) RB: ADV 275 R: Open only to juniors or seniors in the Advertising major. SA: ADV 346
Introduction to advertising media planning. Characteristics of media, media terminology and calculations. Use of syndicated media research and development of media plans.

352 Media Sales
Fall, 3(3-0) P.M: ADV 330 or ADV 340 or ADV 350
Process of media sales, operation of sales and marketing departments, analyzing local media, and customized advertising using cross-selling.

354 Interactive Advertising Design
Fall, Spring, 3(3-0) P.M: ADV 320 or ADV 330 or ADV 340 or ADV 350 R: Open only to Advertising majors.
Concepts, technologies and skills in designing, developing and maintaining major forms of interactive advertising. Creative aspects of interactive media including web sites, banner ads, rich media, and 3D objects.

375 Consumer Behavior
Fall, Spring, Summer. 4(4-0) RB: ADV 275 or RET 261 R: Open to juniors or seniors in the Advertising major or in the Retailing major. SA: ADV 473
Theories of consumer behavior and their applications to advertising, public relations and retailing.

413 Issues in Contemporary Advertising
Fall, Spring, Summer. 1 to 2 credits. A student may earn a maximum of 8 credits in all enrollments for this course.
Current issues in advertising and related disciplines.

426 Advanced Creative: Print
Fall, 3(0-6) P.M: ADV 322 and ADV 324 R: Approval of department.
Creation of print advertising. Creative research, strategy development, and writing copy for newspaper, magazine, outdoor, and direct mail.

428 Advanced Creative: Broadcast
Spring, 3(2-2) P.M: ADV 322 and ADV 324 R: Approval of department. SA: ADV 417
Creation of broadcast advertising. Creative research, strategy development, writing radio and TV scripts, creating storyboards, and radio and TV production.

456 Interactive Advertising Management
Fall, Spring. 3(3-0) P.M: ADV 354 R: Open only to Advertising majors.
Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research.

475 Advertising and Society
Fall, Spring, Summer. 4(4-0) P.M: ADV 375 RB: ADV 320 or ADV 330 or ADV 340 or ADV 350 R: Open only to Advertising majors. SA: ADV 465
Impact of advertising on society, culture and economy. Representation of minorities, women, and to the elderly in advertising; free speech, advertising law, and regulatory organizations; ethical decision making strategies; and advertising's economic role in information, competition, price, and product choice.

486 Advertising Campaigns
Fall, Spring, 4(3-2) P.M: ((ADV 320 or ADV 330 or ADV 340 or ADV 350) or completion of Tier I writing requirement) and (ADV 375 and ADV 475 or concurrently)
Development of advertising campaigns for clients. Researching information, analyzing situations, developing strategic components, and executing creative, media and marketing communication elements. Written recommendations and presentations.

490 Independent Study
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to juniors or seniors in the Department of Advertising. Approval of department; application required.
Supervised individual study in an area of advertising or public relations.

492 Special Topics in Advertising
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 9 credits in all enrollments for this course.
Varied topics pertaining to the study of advertising and public relations processes.

493 Advertising and Public Relations Internship
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course.
Approval of department; application required.
Supervised experience in a professional environment.
Advertising—ADV

823 Consumer Behavior
Fall, Spring. 4(4-0)
Concepts and theories from behavioral sciences. Their use for developing advertising and public relations programs. Interpersonal and mass communication influences on consumer behavior.

826 Advertising and Promotion Management
Fall, Spring. 4(4-0) RB: MSC 805 or concurrently
Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.

831 Serious Game Theories
Fall. 3(3-0) Interdepartmental with Telecommunication. R: Open to graduate students in the Department of Telecommunication, Information Studies and Media or approval of department.
Theories and research on effects of serious games on cognition, affect, engagement, learning, and persuasion. Creating effective serious games.

846 Management of Media Programs
Fall. 3(3-0)
Planning, execution, and control of media programs. Theory and techniques of budget allocation including marginal analysis, mathematical programming, simulation and game theory.

850 Public Relations Planning
Fall. 3(3-0)
Planning, execution, and evaluation of public relations programs. Theories, techniques, and applications. Topics include media relations, government relations, and fundraising.

860 Media Relations
Spring. 3(3-0) P:M: ADV 850 RB: Professional experience in public relations.
Theory and practice of how public relations professionals work with the news media to communicate with external publics.

865 Advertising and Society
Spring. 3(3-0)
Impact of advertising on individuals, society, and the economy. Public policy issues relevant to advertising. Regulation by government and industry.

870 International Advertising
Spring. 3(3-0) RB: ADV 826 or concurrently
International dimensions of advertising and other marketing communications. Comparative analysis of economic, cultural, and legal conditions that affect advertising activities. International and foreign media.

875 Advertising and Public Relations Research
Fall. 4(3-2) RB: One introductory research design or statistics course. R: Open only to graduate students in College of Communication Arts and Sciences.
Data collection and analysis. Use and interpretation of software package output.

890 Independent Study
Fall, Spring. Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open only to graduate students in Advertising, Public Relations and Retailing. Approval of department.
Directed study under faculty supervision.

892 Special Topics
Fall, Spring. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course.
Emerging topics in advertising and public relations.

899 Master’s Thesis Research
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open only to students in advertising and public relations.
Faculty supervised thesis research.

900 Theory Building in Media and Information Studies
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Advertising.
Concepts and issues relating explanation, scientific inquiry, theory building and applications to interdisciplinary studies in media and information.

916 Qualitative Research Methods
Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism. R: Open only to doctoral students in the College of Communication Arts and Sciences or Department of Communication.
Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.

921 Media Theory
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism. R: Open only to doctoral students in College of Communication Arts and Sciences or the Department of Communication.

930 Law and Public Policy of the Media
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism. R: Open only to doctoral students in the Media and Information Studies major.
Philosophical, legal, political, and statutory principles underlying law and public policy applied to media. Selected issues involving constitutional law, common law, statutes, and administrative policy.

965 Media Economics
Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Telecommunication. R: Open only to doctoral students in the Communication Arts and Sciences-Media and Information Studies major or Communication major or approval of department.
Economic theory and analysis relevant to the mass media. Economic structure and performance of mass media and advertising industries. Competition among media and within related industries.

975 Quantitative Research Design
Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Advertising. R: One graduate-level research design or statistics course. R: Open only to doctoral students in the Media and Information Studies major.
Survey, experimental and content-analytic techniques applied to the study of media. Academic and applied research methods. Univariate and multivariate techniques.