

ADVERTISING

ADV

Department of Advertising, Public Relations and Retailing
College of Communication Arts and Sciences

- 160 Media Relations for Professionals**
 Fall. 4(4-0) SA: ADV 123
 Introduction to media relations for professionals in any field. Types of media, interactions with media, and planning of media relations programs.
- 205 Principles of Advertising**
 Fall, Spring, Summer. 4(4-0)
 Principles and practices of advertising in relation to economies, societies, and mass communication.
- 225 Writing for Public Relations**
 Fall, Spring, Summer. 3(3-0) R: Open to undergraduate students in the James Madison College or in the College of Communication Arts and Sciences or in the Agriscience major or approval of department.
 Theory and practice of preparing written business communications.
- 260 Principles of Public Relations**
 Fall, Spring, Summer. 3(3-0) SA: ADV 227
 Role and function of public relations in society. History of the field. Roles of practitioners and understanding the unique professional areas within the field of public relations.
- 275 Integrated Strategy**
 Fall, Spring, Summer. 4(3-1) P: ADV 205 and EC 201 and PSY 101 RB: Recommended for students pursuing Advertising as a major.
 Practice in strategic reasoning from institutional and individual perspectives to aid the planning of communication campaigns for industry or nonprofit organizations. Relationship between objectives, strategies and tactics in the field of advertising and public relations.
- 320 Creative Processes in Advertising**
 Fall, Spring. 3(3-0) RB: ADV 275 R: Open only to juniors or seniors in the Advertising major. SA: ADV 317
 Creativity and advertising. Psychology of the creative process. Relationship of creativity to the development of ideas and messages in the major advertising media.
- 322 Copy Writing and Art Direction**
 Fall, Spring. 3(2-2) P: (ADV 205 and (ADV 220 or concurrently)) and completion of Tier I writing requirement R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing.
 Exploratory process used by writers and artist directors to solve clients' advertising problems. Creation of ads through writing and visual components.
- 324 Advertising Layout and Design**
 Fall, Spring. 3(2-2) P: ADV 320 R: Approval of department. SA: ADV 321
 Production of materials for magazine, direct mail, and newspapers using computer assisted production techniques.
- 325 Public Relations Techniques and Ethics**
 Fall, Spring, Summer. 3(3-0) P: (ADV 225 or CAS 299 or JRN 200 or JRN 205) and ADV 260 and (COM 200 or STT 200) R: Open to undergraduate students in the Public Relations Specialization.
 Production of written messages to achieve strategic organizational communication objectives. Development of the student's public relations portfolio. Public relations as a strategic management function.
- 330 Advertising Management**
 Fall, Spring, Summer. 3(3-0) P: ADV 275
 Advertising problems from the perspective of managers responsible for solving problems. Identify problems, develop alternative solutions, and evaluate proposed solutions.
- 332 Direct Response Advertising**
 Fall, Spring of odd years. 3(3-0) P: ADV 330 or ADV 340 or ADV 350 R: Open only to Advertising majors. Not open to students with credit in ADV 332A.
 Direct response systems', history, growth, and contemporary configurations. Strengths of segmentation and database management, budget, and creative strategies.
- 334 International Advertising**
 Spring. 3(3-0) P: ADV 330 or ADV 340 or ADV 350 RB: ADV 375 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: ADV 330 or ADV 340 or ADV 350 or RET 261 or MSC 351 R: Open to undergraduate students in the Advertising major or in the Retailing major or in the Food Industry Management major.
 Corporate communication activities used to elicit consumer response to a product and service mix. Non-traditional advertising strategies, cross-promotion strategies, and strategies for non-profit organizations.
- 340 Advertising and Public Relations Research Methods**
 Fall, Spring, Summer. 3(3-0) P: ADV 275
 Gathering information and use of information for more effective communications strategies.
- 342 Account Planning**
 Spring. 3(3-0) P: 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) P: ADV 275 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: 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: 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.
- 360 Advanced Sales Communication**
 Fall, Spring. 3(3-0) Interdepartmental with Communication and Marketing and Supply Chain Management. Administered by Communication. P: MSC 313 and (MSC 300 or MSC 327) RB: COM 100 R: Open to undergraduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the College of Communication Arts and Sciences.
 Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.
- 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.
- 386 Campaign Competition**
 Fall. 3(0-3) P: ADV 205 and (ADV 220 or ADV 275) R: Approval of department; application required.
 Research, analyze, develop, and execute an integrated marketing and advertising campaign for selected client. Written recommendations and presentations for competition.
- 402 Public Relations Topics in Advertising**
 Fall, Spring, Summer. 1(1-0) A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, JRN 402, or RET 402. P: (ADV 225 or JRN 200 or JRN 205 or CAS 299) and ADV 260 and (COM 200 or STT 200) R: Approval of department.
 Current topics related to the practice of public relations.
- 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.
- 425 Public Relations Strategy**
 Fall, Spring. 3(3-0) P: (ADV 225 or CAS 299 or JRN 200 or JRN 205) and (ADV 260 and ADV 325) and (COM 200 or STT 200) R: Open to undergraduate students in the Public Relations Specialization.
 Analyze classic and current public relations cases. Apply strategy to communicating in business contexts. Understand strategy developed and executed for the purpose of achieving goals and objectives. Exposure to specific business problems and their solutions.

Advertising—ADV

- 426 Advanced Creative: Print**
Fall. 3(0-6) P: 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: 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.
- 450 Portfolio Ethics in Advertising**
Fall, Spring. 3(0-6) P: ADV 428
Capstone course for advertising directors and designers. Portfolio development and individual critique by professionals. New technology applications.
- 456 Interactive Advertising Management**
Fall, Spring. 3(3-0) P: ADV 330 or ADV 340 or ADV 350 R: Open to students in the Department of Advertising, Public Relations and Retailing.
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: 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 Integrated Campaigns**
Fall, Spring, Summer. 4(3-2) P: ((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))) or ADV 325
Development of integrated marketing and advertising campaigns for clients. Researching information. Analyzing situations. Developing strategic components. 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. P: ADV 275 R: Open only to Advertising majors.
Varied topics pertaining to the study of advertising and public relations processes.
- 493 Advertising and Public Relation Internship**
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. P: ADV 275 R: Approval of department; application required.
Supervised experience in a professional environment.
- 823 Consumer Behavior**
Fall, Spring. 3(3-0)
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. 3(3-0) 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. Administered by 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: 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. 3(2-2) RB: One introductory research design or statistics course. R: Open to graduate students in the 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 Advertising. R: Open only to doctoral students in College of Communication Arts and Sciences or the Department of Communication.
Process and effects of mediated communication. Audiences, socialization, and persuasion. Macrosocietal, and intercultural perspectives. Theory construction.
- 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.
- 960 Media and Technology**
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.
Theoretical frameworks concerning media and communication processes, and their interactions with technology. Social, organizational, critical, and economic perspectives.

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. RB: 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.