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, 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 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. 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

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.

900 Theory Building in Media and Information Studies
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.

916 Qualitative Research Methods
Spring. 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.

921 Media Theory
Fall, Spring, Summer. 3(3-0)
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.