ADVERTISING

Department of Advertising
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.

220 Creative Processes in Advertising
Fall, Spring. 3(3-0) P: ADV 205 or concurrently R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing. SA: ADV 317, ADV 320
Psychology of the creative process. Relationship of creativity to the development of ideas and messages in the major advertising media.

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. 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. 3(3-0) P: ADV 205
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 fields of advertising, retailing and public relations.

322 Copy Writing and Art Direction
Fall, Spring. 3(2-0) 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 Introduction to Creative Media
Fall, Spring. 3(0-6) P: ADV 205 and (ADV 220 or concurrently) R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing. 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.

326 Advanced Creative: Media I
Fall, 3(0-6) P: ADV 220 and (ADV 324 or concurrently) SA: ADV 426
Creation of print advertising. Creative research, strategy development, and writing copy for newspaper, magazine, outdoor, and direct mail.

330 Advertising Management
Fall, Spring. 3(3-0) P: ADV 275 R: Open to students in the Advertising major. Advertising problems from the perspective of managers responsible for solving problems. Identify problems, develop alternative solutions, and evaluate proposed solutions.

334 International Advertising
Spring. 3(3-0) P: ADV 275 RB: ADV 375 R: Open to juniors or seniors in the Advertising major or approval of department. 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.

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

342 Account Planning
Spring. 3(3-0) P: (ADV 330 or concurrently) or (ADV 340 or concurrently) or (ADV 350 or concurrently) R: Open to undergraduate students in the Advertising major or approval of department.
Principles of account planning. Strategic thinking, use of focus groups, and other qualitative methods.

350 Advertising Media Planning and Strategy
Fall, Spring. 3(3-0) P: ADV 275 R: Open to students 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) R: Open to juniors or seniors in the Advertising major or in the Sales Communication Specialization.
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 324 R: Open to undergraduate students in the Advertising major.
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. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.
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. 3(3-0) R: Open to juniors or seniors in the Advertising major or in the Retailing major or in the Sales Communication Specialization. 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. SA: ADV 475
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. 3(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.

428 Advanced Creative: Media II - Branding
Spring. 3(0-6) P: ADV 326 SA: ADV 417
Visual approach to solving branding challenges across various media. Creative research, strategy development. Impact of the visual experience on the audience.
Advertising—ADV

430  Social Marketing: Theory and Practice
Fall, Spring. 3(3-0) P: (ADV 275 and (ADV 330 or ADV 340 or ADV 350)) or (MKT 300 or MKT 327) R: Open to juniors or seniors or graduate students in the Department of Advertising, Public Relations and Retailing and open to juniors or seniors in the Department of Marketing. Use of marketing concepts and tools from sociology, psychology, commercial marketing, and public opinion research to promote individuals’ pro-social and health behaviors. Application of strategies that improve quality of life and result in behavioral and societal changes in positive ways.

436  Promotions and Sponsorships
Spring. 3(3-0) P: ADV 375 or concurrently R: Open to undergraduate students in the Advertising major or in the Retailing major or in the Food Industry Management major. SA: ADV 336 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.

450  Advertising Portfolio Development
Fall, Spring. 3(0-6) P: ADV 428 or concurrently RB: Open to professionals. Capstone course for advertising directors and designers. Portfolio development and individual critique by professionals.

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. 3(3-0) P: ADV 375 or concurrently RB: ADV 320 or ADV 330 or ADV 340 or ADV 350 R: Open to undergraduate students in the Advertising major. 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. Summer. 4(3-2) P: (ADV 220 or ADV 330 or ADV 340 or ADV 350) and (ADV 375 or concurrently)) or ADV 325 Development of integrated marketing and advertising campaigns for clients. Creative, media and marketing communication elements.

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 Relations Internship
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 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
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.

836  Innovations in Strategic Communications
Spring. 3(3-0) Alternative methods of advertising. Effects of non-traditional advertising strategies on consumers. Theoretical and methodological approaches.

843  Strategic Brand Communication
Spring of odd years. 3(3-0) RB: Some coursework in business or communications. Brand communication research and strategy. Applications to new media and technology. Innovation and brand development, emphasizing futures research and perceptual mapping.

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) 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.