ADVERTISING

Department of Advertising
College of Communication
Arts and Sciences

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 Agri-science 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.

322 Copywriting and Art Direction
Fall, Spring. 3(2-2) P: (ADV 205 and CAS 110) and completion of Tier I writing requirement R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing.
Creative process used by writers and art directors to develop ads and multi-media campaigns. Emphasis on writing.

324 Introduction to Creative Media
Fall, Spring. Summer. 3(0-6) P: ADV 205 and CAS 203 and (CAS 205 or concurrent-ly) and CAS 206 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing. SA: ADV 321
Apply creative principles used in thinking, research, exploration, and execution by art directors. Advertising problems across media, with an emphasis on visual solutions for print.

325 Public Relations Techniques and Ethics
Fall, Spring, Summer. 3(3-0) P: COM 300 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, Spring. 3(0-6) P: ADV 324 and CAS 204 SA: ADV 426
Applications of creative media to advertising. Design principles that enable art directors to organize information on page or screen to communicate the client's message clearly and imaginatively.

330 Advertising Management
Fall, Spring. 3(3-0) P: ADV 205 R: Open to sophomores or juniors or seniors 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) 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.

342 Account Planning and Research
Fall, Spring. 3(3-0) P: ADV 205 R: Open to sophomores or juniors in the Advertising major.
Principles of account planning. Strategic thinking, use of focus groups, and other qualitative and quantitative methods. Applied media research methods, practices, techniques and ethics in media settings.

350 Advertising Media Planning and Strategy
Fall, Spring. 3(3-0) P: ADV 205 R: Open to sophomores or 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: ADV 205 or MKT 313 R: Open to undergraduate students 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(0-6) P: ADV 324 and ADV 326 R: Open to undergraduate students in the Advertising major.
Conceptual, aesthetic, and technical skills required to design interactive advertising from web to social media. Emphasis on creative solutions to problems encountered in designing for screen-based devices.

355 Media Research
Fall, Spring. Summer. 3(3-0) Interdepartmental with Telecommunication. Administered by Advertising. R: Open to undergraduate students in the College of Communication Arts and Sciences. SA: ADV 340, TC 376
Applied media research methods, practices, techniques and ethics in media settings.

360 Advanced Sales Communication
Fall, Spring. 3(3-0) Interdepartmental with Communication and Marketing. Administered by Communication. P: MKT 315 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. 3(3-0) P: ADV 205 R: Open to sophomores or juniors or seniors in the Advertising major or in the Sales Communication Specialization. SA: ADV 473
Theories of consumer behavior and their applications to promotions disciplines. Using theories to solve problems and make managerial decisions faced by practitioners in advertising agencies, suppliers, and client side marketing functions.

386 Campaign Competition
Fall. 3(0-3) P: ADV 205 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. 3(1-1) Open to undergraduate students in the Advertising major.
A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, or JRN 402. R: Open to undergraduate students in the Public Relations Specialization.
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.

420 New Media Driver's License
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. Summer: Detroit. R: Open to sophomores or juniors or graduate students.
Digital communication for advertising and public relations. Using new media, including social media, to effectively market a business or individual to a target audience.

422 Advanced Copywriting
Fall. 3(3-0) P: ADV 322 or approval of department R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing or approval of department.
Continued development of aesthetic and technical copywriting skills to develop ads and multi-media campaigns that solve advertising problems; emphasis on ideation and self-critiquing.

425 Public Relations Strategy
Fall, Spring. 3(3-0) P: ADV 325 R: Open to undergraduate students in the Public Relations Specialization.
Classic and current public relations cases. Strategies to communicate in business contexts. Exposure to specific business problems and their solutions.

428 Advanced Creative: Media II
Spring. 3(0-6) P: ADV 354 SA: ADV 417
Creative execution skills to explore the power of branding. Visual solutions that reinforce the brand experience through ads, campaigns, and collateral material. Creative research, strategy development.
430 Social Marketing: Strategy and Practice
Fall, Spring. 3(3-0) P: MKT 300 or concurrently (or MKT 327 or concurrently) R: Open to juniors or seniors or graduate students in the Department of Advertising, Public Relations and Retailing or in the Department of Communication 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 communications 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 Portfolio Preparation
Spring. 3(0-6) P: ADV 428 R: Approval of department; application required. Editing past work and developing new projects. Strengthening, expanding, and finalizing individual portfolios for career enhancement. Critique by professionals.

456 Interactive Advertising Management
Fall, Spring. 3(3-0) P: ADV 330 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 330 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.

481 Retail Strategy Analysis
Spring. 3(3-0) P: (MKT 300 or MKT 327) and (ACC 201 or ACC 230) SA: HED 481, RET 481
Strategic and financial planning for retailers.

486 Integrated Campaigns
Fall, Spring, Summer. 4(3-2) P: (CAS 110 and ADV 330 and ADV 342 and ADV 350 and ADV 375) or ADV 325
Development of integrated marketing and advertising campaigns for clients. Creative, media, and marketing communications 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. R: Not open to freshmen. 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 205 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing. Approval of department; application required. Supervised experience in a professional environment.

494 Practicum in Research and Instruction
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 4 credits in all enrollments for this course. R: Open to sophomores or juniors or seniors in the Department of Advertising, Public Relations and Retailing. Approval of department. Structured participation in departmental research teams, classroom management, and applied practice in the community.

803 Introduction to Quantitative Research Methods
Fall, Summer. 3(3-0) Interdepartmental with Communication and Journalism and Telecommunication. Administered by Communication. SA: ADV 875, COM 800, JRN 817, TC 802
Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.

823 Consumer Behavior Theories
Fall, Spring. 3(3-0)
Concepts and theories from behavioral sciences applied to consumer decision making. Application of theories to develop consumer behavior research studies, advertising and public relations programs. Interpersonal and mass communication applied to consumer decision making.

826 Advertising and Promotion Management
Fall, Spring. 3(3-0) P: MKT 805 and ADV 823 and (COM 803 or concurrently) RB: MKT 805 or concurrently
Planning promotional strategy, establishing policies for decision-making, execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.

830 Seminar in Social Marketing
Spring. 3(3-0) Interdepartmental with Marketing. Administered by Advertising. In-depth reading and critical thinking about theories and principles in social marketing. Application of theory and empirical research to evaluating and planning social marketing programs.

836 Media Innovations
Fall. 3(3-0)
Alternative methods of advertising. Effects of non-traditional advertising strategies on consumers. Theoretical and methodological approaches.

843 Strategic Brand Communication
Fall. 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 Media Strategy
Spring. 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 Management
Fall. 3(3-0)
Managing public relations campaigns and programs, including research, planning, implementation, and evaluation. Using theory and practice to design strategic public relations programs for clients or sponsoring organizations.

855 Public Relations Theories
Fall. 3(3-0) P: ADV 850
Evolving and relevant theories drawn from psychology, communication, sociology, education and management that guide research and inform the management function of effective public relations counseling.

860 Media Relations
Spring. 3(3-0) P: 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
Fall. 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.

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 9 credits in all enrollments for this course. Emerging topics in advertising and public relations.

893 Internship
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to graduate students in the Department of Advertising, Public Relations and Retailing. Approval of department. Supervised experience in advertising and/or public relations settings.
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.

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.

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.

985 **Advanced Quantitative Analysis for Media**
Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Telecommunication. P: ADV 975 RB: Masters-level research course in addition to ADV 975.
Multivariate research methods for media and information studies research.