Principles of Advertising
Fall, Spring, Summer. 3(3-0)
Principles and practices of advertising in relation to economies, societies, and mass communication.

Concept Development
Fall, Spring. 1(1-0) P: CAS 110 or concurrently R: Open to students in the Advertising Creative major.
Forming visual ideas with a strong narrative. Conceptualizing solutions that meet strategic advertising objectives from idea generation to the final application, regardless of media type.

Introduction to Copywriting
Fall, 3(2-2) P: ADV 265 and (ADV 210 or concurrently) and completion of Tier I writing requirement R: Open to students in the Advertising Creative major or approval of department.
Role of copywriting in the creative process. Iconic advertising campaigns with copywriting emphasis. Practice in writing copy with critique and rewriting. Focus on writing for print media.

Introduction to Creative Media
Fall, 3(2-2) P: ADV 205 and (ADV 210 or concurrently) R: Open to students in the Advertising Creative major. SA: ADV 321
Communication design principles used by art directors for research, exploration, and execution. Visual communication solutions using design principles with the appropriate digital technology. Design software includes Adobe CC Illustrator, Photoshop and Indesign.

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 approval of department.
Theory and practice of preparing written business communications.

Multimedia Commercial Production
Fall, Spring. 3(3-2) P: (ADV 222 or ADV 224) and CAS 112 R: Open to students in the Advertising Creative major.
Cinematic visuality applied to 15-, 30-, and 60-second spots for TV, desktop and handheld devices. The power of storytelling in the production of screen-based creative advertising solutions including motion graphics and animation. Planning, writing, casting, filming, editing, sound, lighting, and evaluation.

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.
ADV—Advertising

422 Advanced Copywriting: Creating Experiences
Fall, Spring. 3(2-2) P: ADV 322 or approval of department R: Open to students in the Advertising Creative major 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 creating relevant audience experiences and self-critiquing.

425 Public Relations Strategy
Fall, Spring. 3(3-0) P: COM 300 or STT 200 or STT 201 R: Open to undergraduate students in the Public Relations Minor. Approval of college; application required.
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
Fall, Spring. 3(2-2) P: ADV 326 and ADV 354 R: Open to students in the Advertising Creative major. 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 in the Department of Advertising and Public Relations 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.

431 Monitoring and Measuring Social Media of Brands
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. P: ADV 420 R: Open to students in the Department of Advertising and Public Relations or in the Sports Business Management Minor.
Social media monitoring and analysis for businesses and brands including advanced keyword building and search techniques. Discovering business insights through social media listening and applying insights through a social media response plan.

432 Digital Media Planning and Buying
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. P: ADV 420 R: Open to students in the Department of Advertising and Public Relations.
Media planning and buying for web-based business applications. Budget-building, media mix recommendations, performance analysis, and support for business decisions.

433 Internet Video Promotion Strategy
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. P: ADV 420
Promotional video production focusing on brands or companies. Use of metrics and analytical tools to determine impact of promotional video. Video distribution strategies.

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.

442 Digital Analytics
Fall, Spring. 3(3-0) P: ADV 342 or concurrently RB: (STT 201) or other introductory statistics course R: Open to students in the Department of Advertising and Public Relations.
Data collection, analysis and reporting on cross- or multi-channel media analytics in order to inform strategic advertising and public relations decision making. Evaluate impact of integrated communication decisions.

445 Programmatic Media Buying
Fall, Spring. 3(3-0) P: ADV 350 R: Open to students in the Department of Advertising and Public Relations.
Background, processes, and applications of how online advertising and public relations campaigns are planned, booked, optimized, and validated using programmatic tools. Developments and trends in programmatic advertising platform tests and entries into mainstream media channels. Targeted offers, messages, content or ads across paid, owned and earned channels.

450 Portfolio Presentation
Fall, Spring. 1(0-2) A student may earn a maximum of 3 credits in all enrollments for this course. P: ADV 422 or ADV 428 R: Open to students in the Advertising Creative major.
Editing past work for professional presentation. Strengthening, expanding, and finalizing individual portfolios for career enhancement. Critique by professionals.

455 Intensive Portfolio Workshop
Summer. 1 to 9 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P: ADV 322 and ADV 326 and ADV 354 R: Open to juniors or seniors. Approval of department; application required.
Create portfolio works across various platforms (print and screen) that meet current industry standards. Teams of student art directors and copywriters collaborate to generate advertising solutions.

456 Interactive Advertising Management Strategy
Fall, Spring. 3(3-0) P: ADV 330 or ADV 350 R: Open to students in the Department of Advertising and Public Relations.
Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research. Role of strategy in implementing interactive solutions.

475 Advertising and Society
Fall, Spring. 3(3-0) P: ADV 330 or ADV 350 RB: ADV 330 or ADV 350 R: Open to undergraduate students in the Department of Advertising and Public Relations. 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
Fall, Spring. 3(3-0) P: MKT 300 or MKT 313 or MKT 327 RB: Knowledge of income and balance sheet financial statements is important R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Sales Leadership Minor or in the Retail Management Minor or approval of department. SA: HED 481, RET 481
Strategic and financial planning for retailers.

486 Integrated Campaigns (W)
Fall, Spring, Summer. 3(2-2) P: (CAS 110 and ADV 342) and (ADV 330 or ADV 350) and ((ADV 442 or concurrently) or (ADV 450 or concurrently)) or (ADV 325 and completion of Tier I writing requirement) R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Public Relations Minor.
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 to undergraduate students. 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 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: ADV 205 R: Open to undergraduate students in the Department of Advertising and Public Relations. Approval of department; application required.
Supervised experience in a professional environment.

494 Practicum in Research/Creative Works and Instruction
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to sophomores or juniors or seniors in the Department of Advertising and Public Relations. Approval of department;
Structured participation in departmental research teams/creative work, classroom management and applied practice in the community.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>850</td>
<td>Introduction to Quantitative Research Methods</td>
<td>Fall, Summer. 3(3-0) Interdepartmental with Communication and Journalism and Media and Information. 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.</td>
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<tr>
<td>816</td>
<td>Fundraising and Philanthropy in Nonprofit Organisations</td>
<td>Spring. 3(3-0) Interdepartmental with Communication. Administered by Advertising. R: Open to graduate students in the College of Communication Arts and Sciences. Principles, function, practice, ethics, and process of fundraising and philanthropic development. Societal role of nonprofit organizations.</td>
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<tr>
<td>823</td>
<td>Consumer Behavior Theories</td>
<td>Fall. 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.</td>
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<td>826</td>
<td>Advertising and Promotion Management</td>
<td>Spring. 3(3-0) M: MKT 805 and ADV 823 and (COM 803 or concurrently) Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.</td>
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<tr>
<td>830</td>
<td>Seminar in Social Marketing</td>
<td>Fall, Spring, Summer. 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.</td>
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<td>836</td>
<td>Media Innovations</td>
<td>Fall. 3(3-0) Alternative methods of advertising. Effects of non-traditional advertising strategies on consumers. Theoretical and methodological approaches.</td>
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<td>843</td>
<td>Strategic Brand Communication</td>
<td>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.</td>
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<td>846</td>
<td>Media Strategy</td>
<td>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.</td>
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<tr>
<td>850</td>
<td>Public Relations Management</td>
<td>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.</td>
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ADV—Advertising

991 Ways of Knowing
Fall, Spring. 3(3-0) Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.
Ways humans acquire, convey, organize and shape knowledge and information, and are shaped and influenced by it. Neurological, psychological linguistic, philosophical, cultural, and logical dimensions of human knowledge.

992 Doctoral Seminar
Fall, Spring. 3(3-0) A student may earn a maximum of 15 credits in all enrollments for this course. Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.
Topics on theoretical and research issues in communication and mass media.

993 Research Practicum in Information and Media
Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.
Directed research collaboration with a faculty member or a team of students/faculty.