ADVERTISING (ADVRT)

Courses primarily for undergraduates:

ADVRT 230: Advertising Principles
(3-0) Cr. 3. F.S.
Historical, social, economic and legal aspects of advertising. Evaluations of advertising research, media, strategy and appeals. Study of the creation of advertising.

ADVRT 301: Research and Strategic Planning for Advertising and Public Relations
(Cross-listed with P R). (3-0) Cr. 3. F.S.
Prereq: ADVRT 230 or P R 220; Sophomore classification
The use of primary and secondary research for situations, organizations and the public. Formation and development of strategic plans for public relations and advertising students.

ADVRT 334: Advertising Creativity
(2-2) Cr. 3.
Prereq: Minimum of C+ in JL MC 201; ADVRT 301/P R 301
Development and execution of creative advertising materials. Copywriting, art direction and computer applications. Creative strategy development, execution and evaluation.

ADVRT 335: Advertising Media Planning
(3-0) Cr. 3. F.S.
Prereq: ADVRT/P R 301
Concepts of media planning and selection in the development, execution and evaluation of advertising campaigns. Characteristics and capabilities of the advertising media. Utilization of market segmentation, consumer buying and media audience databases.

ADVRT 336: Advertising Account Management
(3-0) Cr. 3. F.S.
Prereq: Minimum of C+ in JL MC 201; ADVRT 301/P R 301
Fundamentals of account management with emphasis on leadership, sales techniques, relationship building, presentation skills, and strategic thinking. Includes aspects of agency communications, team building, client management, evaluating creative concepts and media plans, and developing strategic proposals and campaign recommendations.

ADVRT 390: Professional Skills Development
(Cross-listed with JL MC, P R). Cr. 1-3. Repeatable, maximum of 6 credits. F.S.
Prereq: Minimum of C+ in JL MC 201; other vary by topic. Instructor permission for non-majors.
Check with Greenlee School for course availability.

ADVRT 434: Advertising Campaigns
(3-0) Cr. 3. F.S.
Prereq: Minimum of C+ in ADVRT 334 or ADVRT 336, and major status
Development of advertising campaigns for business and social institutions. Projects involve budgeting, media selection, market analysis, campaign strategy and creative execution.

ADVRT 435: Advertising Competition
Prereq: Permission of instructor, Junior/senior standing strongly recommended
Preparation of materials for regional and national competitions.