

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 campaigns.

ADVRT 301. Research and Strategic Planning for Advertising and Public Relations.

(Cross-listed with JL MC). (3-0) Cr. 3. F.S. *Prereq: ADVRT 230 or JL MC 220; Sophomore classification*

The use of primary and secondary research for prospect analysis, market segmentation, positioning, strategic planning, public opinion formation, communication strategy formation and development of critical thinking skills.

ADVRT 334. Advertising Creativity.

(2-2) Cr. 3. *Prereq: C+ or better in JL MC 201; ADVRT 301/JL MC 301*

Development and execution of creative advertising materials. Copywriting, art direction and computer applications for print, broadcast and digital media. Creative strategy development, execution and evaluation.

ADVRT 335. Advertising Media Planning.

(3-0) Cr. 3. F.S. *Prereq: ADVRT/JL MC 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. *Prereq: C+ or better in JL MC 201; ADVRT/JL MC 301*

Fundamentals of account management with emphasis on leadership, sales techniques, relationship building, presentation skills, and strategic thinking. Includes aspects of agency revenue growth, 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). Cr. 1-3. Repeatable, maximum of 3 credits. *Prereq: C+ or better in JL MC 201; other vary by topic. Instructor permission*
Check School for course availability.

ADVRT 434. Advertising Campaigns.

(3-0) Cr. 3. F.S. *Prereq: ADVRT/JL MC 301; C+ or better 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.

Cr. 1-3. Repeatable, maximum of 3 credits. S. *Prereq: Permission of instructor, Junior/senior standing strongly recommended*
Preparation of materials for regional and national competitions.

ADVRT 436. Advertising Portfolio Practicum.

(2-2) Cr. 3. *Prereq: C+ or better in ADVRT 334, instructor permission*

Advanced advertising writing and design. Emphasis on creative strategy, problem solving and execution of creative materials in print, broadcast and on-line media for a variety of clients.

ADVRT 497. Special Topics in Communication.

(Cross-listed with JL MC). Cr. 1-3. Repeatable.
Seminars or one-time classes on topics of relevance to students in communication.