

ADVERTISING (ADVRT)

Courses primarily for undergraduates:

ADVRT 230: Advertising Principles

(3-0) Cr. 3.

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.

Prereq: ADVRT 230 or P R 220

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: JL MC 110; 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.

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.

Prereq: JL MC 110; Minimum of C+ in JL MC 201; ADVRT/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

Cr. 1-3. Repeatable, maximum of 3 credits. Alt. S., offered irregularly.

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. S.

Prereq: Minimum of C+ in ADVRT 334, non-majors with instructor permission
Advanced advertising writing and design. Emphasis on creative strategy, problem solving and execution of creative materials in print, broadcast and online media for a variety of clients.

ADVRT 490: Independent Study in Communication

Cr. arr.

Prereq: Junior classification and contract with supervising professor to register

Projects during which students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component. No more than 3 credits of ADVRT/JLMC/PR 490 may be used toward a degree in the Greenlee School.

ADVRT 497: Special Topics in Communication

(Cross-listed with JL MC, P R). Cr. 1-3. Repeatable, maximum of 6 credits.

Prereq: Junior classification. See Schedule of Classes for possible pre-requisites.

Seminars or one-time classes on topics of relevance to students in communication.

ADVRT 499: Professional Media Internship

Cr. 1-3. F.S.SS.

Prereq: JL MC majors: JLMC 110 and minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: JL MC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, formal faculty adviser approval.

Required of all Greenlee School majors. A 400-hour (for 3 credits) internship in the student's journalism and mass communication or advertising or public relations specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

ADVRT 499A: Professional Media Internship: Required

Cr. 3. F.S.SS.

Prereq: JL MC majors: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, formal faculty adviser approval.

Initial, required internship. A 400-hour (for 3 credits) internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

ADVRT 499B: Professional Media Internship: Optional

Cr. 1-3. F.S.SS.

Prereq: JL MC majors: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, formal faculty adviser approval.

Optional internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.