

# ADVERTISING

## The Advertising Major

The advertising major prepares students for careers in business and industry or for graduate education. Students majoring in advertising find career opportunities in professions requiring applied communication expertise. Graduates are qualified for positions in the creative and account sides of advertising within businesses, agencies and media. Coursework in this major focuses on writing, research, digital and emerging media, and professional abilities. Students are required to complete a capstone internship experience to practice and refine their skills.

To receive a bachelor of arts degree in advertising, a student must earn at least 120 credits. A minimum of 72 credits must come from courses other than ADVRT, JL MC or P R. At least 50 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level courses or above.

The degree requirements allow for a minimum of 34 credits and a maximum of 48 credits to be taken in ADVRT, JL MC or P R. These include:

JL MC 101	Mass Media and Society	3
JL MC 110	Orientation to Journalism and Communication	1
JL MC 201	Reporting and Writing for the Mass Media (C+ or better)	3
ADVRT 230	Advertising Principles	3
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	3
One of the following two courses:		
ADVRT 334	Advertising Creativity (C+ or better)	
ADVRT 336	Advertising Account Management (C+ or better)	
One of the following two courses:		
ADVRT 434	Advertising Campaigns	
ADVRT 436	Advertising Portfolio Practicum	
JL MC 460	Law of Mass Communication	3
JL MC 462	Media Ethics, Freedom, Responsibility	3
ADVRT 499A	Professional Media Internship: Required	3

One of the following two courses:

ADVRT 434	Advertising Campaigns	
ADVRT 436	Advertising Portfolio Practicum	
JL MC 460	Law of Mass Communication	3
JL MC 462	Media Ethics, Freedom, Responsibility	3
ADVRT 499A	Professional Media Internship: Required	3

Advertising majors are also required to take:

MKT 340	Principles of Marketing	3
SP CM 212	Fundamentals of Public Speaking	3
STAT 101	Principles of Statistics (or another approved statistics course)	4

Additional recommended courses and requirements for the advertising major are available from the Greenlee School.

Students taking one major at the school may not seek a second major or minor in the school. All Greenlee School majors are required to take a second major or minor outside the school as an area of expertise. All Greenlee School majors are required to take 499A. Greenlee majors and minors cannot take ADVRT, JL MC or P R courses pass/not pass.

## Minor in Advertising

Students cannot select more than one minor in the Greenlee School of Journalism and Communication. Minors in the Greenlee School are not available to Greenlee majors.

For a minor in advertising, students complete 15 credits. The minor must include at least 9 credits that are not used to meet any other department, college, or university requirement.

JL MC 101	Mass Media and Society	3
ADVRT 230	Advertising Principles	3
ADVRT 301	Research and Strategic Planning for Advertising and Public Relations	3
6 credits from the following:		6
ADVRT 335	Advertising Media Planning	
JL MC 307	Digital Video Production	
JL MC 390	Professional Skills Development	
JL MC 401	Mass Communication Theory	
JL MC 406	Media Management	
JL MC 474	Communication Technology and Social Change	
JL MC 476	World Communication Systems	
JL MC 477	Diversity in the Media	
ADVRT 497	Special Topics in Communication	
<b>Total Credits</b>		<b>15</b>

## Advertising, B.A. Freshman

Fall	Credits	Spring	Credits
ENGL 150	3	ECON 101	3
JL MC 110	1	LIB 160	1
JL MC 101	3	ADVRT 230	3
Arts and Humanities	3	Arts and Humanities	3
Natural Science	3	International Perspectives	3
Social Science	3	Natural Science	3
<b>16</b>		<b>16</b>	

**Sophomore**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
ENGL 250		3 JL MC 201	3
STAT 101		4 ADVRT 301	3
Arts & Humanities/ U.S. Diversity		3 Arts and Humanities	3
World Languages and Cultures or Elective		4 World Languages and Cultures or Elective	4
Natural Science		2 Social Science	3
<b>16</b>		<b>16</b>	

**Junior**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>	<b>Summer</b>	<b>Credits</b>
MKT 340		3 ADVRT 334 or 336		3 ADVRT 499A	3
ADVRT/JL MC/P R-300 level choice		3 ADVRT/JL MC/ P R choice 300 level	3		
Arts & Humanities		3 Minor/second major choice-300 level	3		
Minor/second major choice		3 Minor/second major choice-300 level	3		
Minor/second major choice		3 SP CM 212	3		
<b>15</b>		<b>15</b>		<b>3</b>	

**Senior**

<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
JL MC 462		3 JL MC 460	3
One of the following:		3 Elective or Minor/second major	3

choice-300

level or above

ADVRT 434

Elective

3

or Minor/

second

major

choice-300

level or

above

ADVRT 435

Elective

3

or Minor/

second

major

choice-300

level or

above

ADVRT 436

Minor/

3

second

major

choice-300

level or

above

Elective

3

or Minor/

second

major

choice-300

level or

above

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For JL MC 300- and 400-level choices, please choose from the list of selected courses available from an academic adviser. You may schedule an appointment with an adviser by either calling 515-294-4342 or visiting with our front office staff at 101 Hamilton Hall.

**University Requirement:** Students in all ISU majors must complete a three-credit course in U.S. Diversity, as well as a three-credit course in International Perspectives. The approved course lists are found at the following web addresses: (U.S. Diversity) <http://www.registrar.iastate.edu/students/div-ip-guide/usdiversity-courses> (<http://www.registrar.iastate.edu/students/div-ip-guide/usdiversity-courses/>) and (International Perspectives) <http://www.registrar.iastate.edu/students/div-ip-guide/IntlPerspectives-current> (<http://www.registrar.iastate.edu/students/div-ip-guide/IntlPerspectives-current/>). Students must also demonstrate their communication proficiency by earning a grade of C or better in ENGL 250.

**College of LAS Requirement:** Minimum of 120 credits, including a minimum of 45 credits at the 300-level and above. You must also complete the LAS Foreign Language requirement and any unmet ISU admission requirements.

**Minor or Second Major:** Students are required to fulfill a secondary area of expertise. This requirement can be met by declaring a minor or a second major outside of the Greenlee School of Journalism and Communication.

#### 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**

(2-1) 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 391: Short Course Intensive**

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

Focused short courses on timely concepts. Check with Greenlee School for course availability. Offered on a satisfactory-fail basis only.

##### **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 including primary and secondary research, target audience analysis, campaign strategy, media planning, budgeting 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**

(3-0) Cr. 3. S.

*Prereq: Minimum of C+ in ADVRT 334, non-majors with instructor permission*

Advanced advertising writing and design. May include campaign development for competitions. Other projects include creative development in a variety of media for an online portfolio.

**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: JL MC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321.*

*All students, formal faculty adviser approval.*

See ADVRT/JL MC/P R 499A or 499B. Offered on a satisfactory-fail basis only.

**ADVRT 499A: Professional Media Internship: Required**

Cr. 3. F.S.SS.

*Prereq: JL MC majors: JL MC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 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: JL MC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 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.