

# ADVERTISING (ADVRT)

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**Any experimental courses offered by ADVRT can be found at:**

registrar.iastate.edu/faculty-staff/courses/explisting/ (<http://www.registrar.iastate.edu/faculty-staff/courses/explisting/>)

**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 or 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 301 or 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 301 or 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; ADVRT major*

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*

Preparation of materials for regional and national competitions. Junior or Senior classification strongly recommended.

## **ADVRT 436: Advertising Creative Portfolio**

(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 473: Social Media Strategy**

(Cross-listed with JL MC, P R). (3-0) Cr. 3. F.S.

*Prereq: Junior classification*

The strategic use of social media, from both an advertising and public relationship standpoint, to the advantage of a client or organization. Examination and analysis of the social media space from a business perspective. Best practices in the areas of strategic planning, tactical execution, and measurement of social media platforms.

**ADVRT 490: Independent Study in Communication**

Cr. arr.

*Prereq: Junior classification; Permission of Instructor*

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*

Seminars or one-time classes on topics of relevance to students in communication. See Schedule of Classes for topics.

**ADVRT 499: Professional Media Internship**

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

*Prereq: ([JL MC major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADVRT major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110; ADVRT301 or P R 301; minimum of C+ in P R 321]); Advisor 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 major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADVRT major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in P R 321]); Advisor 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 major; JL MC 110; minimum of C+ in JL MC 302 or JL MC 303] or [ADVRT major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in JL MC 201] or [P R major; JL MC 110; ADVRT 301 or P R 301; minimum of C+ in P R 321]); Advisor 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.