

Advertising & Public Relations (ADPR)

ADPR 2100 Communication Design Toolbox (3 credits)

An applied, hands-on course that introduces students to the computing design software environment and the basics of Adobe Creative Suite and video editing software as tools to engage in the design process for the conceptualization and creation of communication design solutions.

Prerequisite: ADVE, CCOM, DGMD, PURE, or JOUR major or minor; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%202100>)

ADPR 2200 Media Writing (3 credits)

Factual and persuasive writing for the mass media. Introduction to and practice in newswriting, public relations writing and advertising copywriting. Basic information gathering. In-class writing exercises require use of computers.

Prerequisite: ENGL 1001 or COMM 1100; declared ADVE, CCOM, or PURE majors or minors; or cons. of instr.

Level of Study: Undergraduate

Marquette Core Curriculum: Writing Intensive

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%202200>)

ADPR 3200 Strategic Communication Design (3 credits)

An applied course that teaches the fundamentals of cross-platform designs for strategic communication tactics, including print, digital, interactive, mobile and web-based media. Students learn basic design concepts and expand foundational technology skills to support public relations and marketing communication functions.

Prerequisite: ADPR 2100; ADVE 1400 or PURE 1800; declared ADVE, CCOM or PURE majors and minors.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%203200>)

ADPR 4300 Emerging and Social Media in a Dynamic Marketplace (3 credits)

Examines the strategic uses, impact and implications of emerging and social media. Addresses the need to adapt to a digital, networked marketplace where change is the rule rather than the exception. Expands student knowledge of emerging and social media and their application to advertising and public relations challenges. Students use this knowledge to find more strategic and effective ways to communicate with clients, publics, target markets and other stakeholders.

Prerequisite: ADVE 1400, CCOM 2000, or PURE 1800; ADVE, CCOM, or PURE majors or minors; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204300>)

ADPR 4350 Social Media Analytics and Measurement (3 credits)

Focuses on social media analytics and measurement. Designed to train students to analyze metrics and maximize the digital success of brands. Using innovative examples and case studies, students focus on effectiveness and optimization while learning to apply analytic strategies and tools to build strong measurement competencies.

Prerequisite: ADVE 1400 or PURE 1800; ADVE or PURE majors or minors; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204350>)

ADPR 4500 Account Management in Advertising and Public Relations (3 credits)

Explores the fundamentals of account management for both agencies and clients, including for-profit brands and non-profit organizations. Students learn basic business practices as well as client and agency structures and functions. Topics covered range from project estimating and budgeting to time management, relationship building and sales. Agency reviews and supplier selection and management are also covered. The ethical aspects of account management are stressed.

Prerequisite: ADVE 1400 or PURE 1800, declared ADVE or PURE majors and minors; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204500>)

ADPR 4600 International Advertising and Public Relations (3 credits)

Students develop knowledge and skills related to strategic communications within a global marketplace. A variety of topics are addressed including the role of culture in global communication, differences in styles of communication across international groups and the role brands play in this process. Content explores culture as it applies to advertising and public relations directed at different international audiences and globalization, while keeping in mind the importance of ethics and social responsibility.

Prerequisite: ADVE 1400 or PURE 1800.

Level of Study: Undergraduate

Marquette Core Curriculum: SSC Crossing Boundaries

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204600>)

ADPR 4750 Strategic Communication in a Culturally Diverse Marketplace (3 credits)

Designed to help students develop skills in an ever-diversifying marketplace. Addresses topics including transcultural marketing, the role of culture in communication, differences in styles of communication across groups and the role brands play in this process. Explores culture as directed to a broad range of people from multicultural audiences to immigrating immigrant communities to generational marketing to LGBTQ communities and disabilities communities. Further, it leverages real world experiences by building connections to diverse local organizations.

Prerequisite: ADVE 1400 or PURE 1800.

Level of Study: Undergraduate

Marquette Core Curriculum: Engage Social Systems & Values 2

Interdisciplinary Studies: Latinx Studies

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204750>)

ADPR 4850 Digital Content Strategy (3 credits)

Create content that builds brand awareness, creates brand preference and expands the brand's reach by leveraging digital content. Provides tangible skills framed by digital strategy to deliver consistent, ongoing valuable content to consumers across multiple platforms.

Prerequisite: ADVE 1400 or PURE 1800; ADVE or PURE majors or minors; or cons. of instr.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204850>)

ADPR 4953 Seminar in Advertising and Public Relations (1-3 credits)

Specific subjects of seminars to be announced in the Schedule of Classes. Variable topics.

Prerequisite: ADVE 1400 or PURE 1800; or cons. of instr. Restricted to declared ADVE or PURE majors or minors.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204953>)

ADPR 4961 Special Institute/Workshop/Project (1-3 credits)

Project in Advertising and Public Relations to be determined by the instructor.

Prerequisite: ADPR majors and minors.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204961>)

ADPR 4995 Independent Study in Advertising and Public Relations (1-3 credits)

Supervised study of a specific area or topic in Advertising and Public Relations.

Prerequisite: Cons. of dept. ch. Consent required.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204995>)

ADPR 4997 Advertising and Public Relations Campaigns (3 credits)

Senior capstone that holistically integrates advertising and public relations. Students work in integrated groups to strategically plan, develop and present campaigns for real world clients. Campaigns include primary and secondary research and data analysis, objective setting and strategy development, media selection and message preparation, and creation of tactics to launch the campaign. Culminates in formal, competitive presentations to peers, instructor, client and industry professionals.

Prerequisite: ADVE major and ADVE 1400, ADVE 3000, ADVE 3400 and ADVE 4100; or PURE major and PURE 1800, PURE 3600, PURE 3800;.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204997>)

ADPR 4999 Senior Thesis (1-3 credits)

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser.

Prerequisite: Cons. of dept. ch. Consent required.

Level of Study: Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%204999>)

ADPR 5300 Emerging and Social Media in a Dynamic Marketplace (3 credits)

Examines the strategic uses, impact and implications of emerging and social media. Addresses the need to adapt to a digital, networked marketplace where change is the rule rather than the exception. Expands student knowledge of emerging and social media and their application to advertising and public relations challenges. Students use this knowledge to find more strategic and effective ways to communicate with clients, publics, target markets and other stakeholders.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%205300>)

ADPR 5350 Social Media Analytics and Measurement (3 credits)

Focuses on social media analytics and measurement. Designed to train students to analyze metrics and maximize the digital success of brands. Using innovative examples and case studies, students focus on effectiveness and optimization while learning to apply analytic strategies and tools to build strong measurement competencies.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%205350>)

ADPR 5500 Account Management in Advertising and Public Relations (3 credits)

Explores the fundamentals of account management for both agencies and clients, including for-profit brands and non-profit organizations. Students learn basic business practices as well as client and agency structures and functions. Topics covered range from project estimating and budgeting to time management, relationship building and sales. Agency reviews and supplier selection and management are also covered. The ethical aspects of account management are stressed.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%205500>)

ADPR 5600 International Advertising and Public Relations (3 credits)

Students develop knowledge and skills related to strategic communications within a global marketplace. A variety of topics are addressed including the role of culture in global communication, differences in styles of communication across international groups and the role brands play in this process. Content explores culture as it applies to advertising and public relations directed at different international audiences and globalization, while keeping in mind the importance of ethics and social responsibility.

Level of Study: Graduate

Marquette Core Curriculum: SSC Crossing Boundaries

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%205600>)

ADPR 5850 Digital Content Strategy (3 credits)

Create content that builds brand awareness, creates brand preference and expands the brand's reach by leveraging digital content. Provides tangible skills framed by digital strategy to deliver consistent, ongoing valuable content to consumers across multiple platforms.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%205850>)

ADPR 5953 Seminar in Advertising and Public Relations (1-3 credits)

Specific subjects of seminars to be announced in the Schedule of Classes. Variable topics.

Level of Study: Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADPR%205953>)