

# Advertising (ADVE)

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## **ADVE 1400 Advertising Principles (3 credits)**

An overview of advertising as it relates to marketing and mass media. Examines the advertising industry, including advertisers, advertising media and ad agencies, advertising history, its social and economic effects, advertising law and ethical standards. Introduces various careers in the business and advertising planning process: product, market and consumer research, creative and media strategy, production of messages and evaluation of advertising effectiveness.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* SSC Expanding Our Horizons

*Interdisciplinary Studies:* Public History

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%201400>)

## **ADVE 3000 Consumer Insight and Brand Strategy (3 credits)**

Covers advertising account planning and basic research skillsets, with an emphasis of how insights influence brand strategies in advertising. By reviewing numerous case studies, students understand how research influences strategies, what role brand archetypes play, how A.I. affects marketing strategies, best practices for writing strong creative briefs, and understanding the true definition of a brand. Students learn how to think strategically and critically, study morals and ethics in advertising and understand how storytelling is becoming more important in today's ever-changing advertising landscape.

*Prerequisite:* COMM 2500 or MARK 4060; ADVE 1400 or PURE 1800; ADVE or PURE majors or minors.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%203000>)

## **ADVE 3400 Content Ideation and Copywriting (3 credits)**

Focuses on ideation and creative messaging with an emphasize on copywriting. Explores ideation as a means of creating concepts that can move across multiple media platforms, as well as preform in non-mediated spaces. Covers ideation, strategy, creative appeals and the fundamentals of copywriting. Presented in a lecture/lab format where students present and critique their work.

*Prerequisite:* ADVE 1400 or PURE 1800; ADPR 2200; declared ADVE or PURE majors and minors.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%203400>)

## **ADVE 3986 Internship in Advertising (0-3 credits)**

Work experience in advertising in specific organizational settings, supervised by an approved professional coupled with related academic work assigned. Approval of departmental internship director required in advance of internship. May be taken more than once to a maximum of three credits total. 0 credit is SNC/UNC grade assessment; 1-3 credits is S/U grade assessment.

*Prerequisite:* ADPR 2200 and ADVE 1400 and cons. of dept. ch.; or ADVE 1400 and JOUR 1100 and cons. of dept. ch.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* Engage Social Systms & Values 2

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%203986>)

## **ADVE 4100 Advertising Media Strategy (3 credits)**

Examines insight-driven media strategy in advertising. Course material builds upon on an historical perspective and discussion of the core purpose and value of media strategy. Students review and evaluate a wide variety of media options, from conventional and digital media platforms to emerging applications and channels. Provides an understanding of and instruction in the use of leading consumer research, planning and buying analytics and methods used for evaluation of media planning, execution and stewardship.

*Prerequisite:* COMM 2500 or MARK 4060; ADVE 1400 or PURE 1800; ADVE or PURE major or minor; or cons. of inst.

*Level of Study:* Undergraduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%204100>)

## **ADVE 4400 Advanced Advertising Copywriting (3 credits)**

A continuation of ADVE 3400. Emphasis on formulating strategy and producing executions for coordinated, multi-media campaigns. Each student creates a portfolio which showcases his or her talent and ability to work as a professional copywriter.

*Prerequisite:* ADVE 3400; 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=ADVE%204400>)

## **ADVE 4995 Independent Study in Advertising (1-3 credits)**

Supervised study of a specific area or topic in Advertising

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

*Level of Study:* Undergraduate

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

**ADVE 4997 Advertising Campaigns (3 credits)**

Senior capstone course. Simulates the full advertising campaign process. The first part of the course focuses on research and the competitive landscape. The second part focuses on a full campaign, created working in teams, for a real client and incorporates skills from previous courses. Instruction emphasizes the skills necessary to present strategic points of view and creative work.

*Prerequisite:* ADVE 1400, ADVE 3000, ADVE 3400, and ADVE 4100; ADVE major.

*Level of Study:* Undergraduate

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

**ADVE 5100 Advertising Media Strategy (3 credits)**

Examines insight-driven media strategy in advertising. Course material builds upon an historical perspective and discussion of the core purpose and value of media strategy. Students review and evaluate a wide variety of media options, from conventional and digital media platforms to emerging applications and channels. Provides an understanding of and instruction in the use of leading consumer research, planning and buying analytics and methods used for evaluation of media planning, execution and stewardship.

*Level of Study:* Graduate

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%205100>)