

# Advertising (ADVE)

---

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

An overview of advertising as it relates to marketing and mass media. The course examines the advertising industry, including advertisers, advertising media and ad agencies, advertising history, its social and economic effects, advertising law and ethical standards. Students are introduced to the 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

*Last four terms offered:* 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

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

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

Introduces advertising account planning and enhances basic research skills while focusing on strategic brand planning and consumer insight. Course materials include a review of secondary and research methods, an introduction into social analytics and investigations into a range of strategic planning models. Topics include: audience analysis and personas, consumer journeys and mind mapping, strategic planning and modeling and writing creative briefs.

*Prerequisite:* ADVE 1400, PURE 1800 or STCM 1600; COMM 2500 or MARK 4060; ADVE, PURE or STCM majors or minors.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

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

*Last four terms offered:* 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

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.; or ADVE 1400 and JOUR 1100 and cons. of dept. ch.

*Prerequisite:* ADPR 2200 and ADVE 1400 and cons. of dept. ch.

*Level of Study:* Undergraduate

*Marquette Core Curriculum:* Engage Social Systms & Values2

*Last four terms offered:* 2023 Summer Term, 2023 Spring Term, 2022 Fall Term, 2022 Summer Term

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:* ADVE 1400, PURE 1800 or STCM 1600; COMM 2500 or MARK 4060; ADVE, PURE or STCM majors or minors; or cons. of inst.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Spring Term, 2022 Fall Term, 2022 Spring Term, 2021 Fall Term

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. Restricted to declared ADVE or PURE majors or minors.

*Prerequisite:* ADVE 3400; or cons. of instr.

*Level of Study:* Undergraduate

*Last four terms offered:* 2017 Fall Term, 2013 Fall Term, 2012 Fall Term, 2011 Fall Term

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.

*Level of Study:* Undergraduate

*Last four terms offered:* 2022 Fall Term, 2022 Spring Term, 2021 Fall Term, 2020 Fall Term

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

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

Capstone course that simulates the full advertising campaign process. The first part of the course focuses on cultural and market forces. The second part focuses on a full campaign, created by students 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 major and ADVE 1400, ADVE 3000, ADVE 3400, ADVE 4100.

*Level of Study:* Undergraduate

*Last four terms offered:* 2023 Spring Term, 2022 Spring Term, 2021 Spring Term, 2020 Fall Term

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 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.

*Level of Study:* Graduate

*Last four terms offered:* 2016 Fall Term, 2015 Fall Term, 2013 Spring Term, 2012 Fall Term

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

**ADVE 5400 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.

*Level of Study:* Graduate

*Last four terms offered:* 2017 Fall Term, 2012 Fall Term, 2011 Fall Term, 2009 Fall Term

Schedule of Classes (<https://bulletin.marquette.edu/class-search/?details&code=ADVE%205400>)