

# Advertising

**Chairperson: Kati Tusinski Berg, Ph.D.**

The advertising major teaches students to build brands in a global marketplace. To do that means engaging consumers, thinking strategically and gaining critical insights in order to create content that moves consumers to action—whether it be casting a vote, buying a product, visiting a website, re-tweeting a post, making a donation in support of a cause, building brand advocacy, etc. Students also learn the social, legal and ethical implications of advertising in a complex world.

The curriculum is both conceptual and applied with foundational courses in content ideation, copywriting, account planning, design, media strategy and campaigns with an array of electives in areas such as sports promotion, multiplatform content strategy, social and emerging media, social media analytics and international advertising and public relations, to name a few. These courses and a required internship allow students to specialize in a chosen area and develop a professional network.

## Advertising Major

A total of 42 credits of course work must be completed for the major in advertising.

### Required Courses

ADPR 2100	Communication Design Toolbox	3
ADPR 2200	Media Writing	3
ADPR 3986	Internship in Advertising and Public Relations	3
ADVE 1400	Advertising Principles	3
ADVE 3000	Consumer Insight and Brand Strategy	3
ADVE 3400	Content Ideation and Copywriting	3
ADVE 4100	Advertising Media Strategy	3
ADVE 4997	Advertising Campaigns	3
or ADPR 4997	Advertising and Public Relations Campaigns	
COMM 3800	Media Law	3
COMM 3900	Ethical Problems of Mass Communications	3
ADPR Culture course - choose one of the following:		3
ADPR 4600	International Advertising and Public Relations	
ADPR 4750	Strategic Communication in a Culturally Diverse Marketplace	
ADPR Digital course - choose one of the following:		3
ADPR 4300	Emerging and Social Media in a Dynamic Marketplace	
ADPR 4350	Social Media Analytics and Measurement	
ADPR 4850	Multiplatform Content Strategy	
Choose two electives (6 credits) from ADVE, PURE, ADPR and/or any of the following courses:		6
CCOM 2000	Issues in Corporate Communication	
CCOM 4700	Corporate Advocacy	
CMST 4260	Communication Technologies in the Workplace	
DGMD 2205	Introduction to Digital Media Production	
DGMD 2335	Introduction to Scriptwriting	
DGMD 3555	Corporate Media	
DGMD 2565	The Business of Entertainment	
ENTP 3001	Understanding Entrepreneurship	
JOUR 1200	Basic News Photography	
PSYC 3201	Introductory Social Psychology	
THAR 2150	Acting for Non-Theatre Majors	
Total Credit Hours		42

The following courses are also required but do not count as hours in the major:

CMST 3300	Persuasion	3
ECON 1001	Introduction to Economics	3

or ECON 1103	Principles of Microeconomics	
MARK 3001	Introduction to Marketing	3
Choose one Social Science Course		3
ANTH 1001	Being Human	
SOCI 1001	Principles of Sociology	
PSYC 1001	General Psychology	
Total Credit Hours		12

## Typical Program for Advertising Majors

### Freshman

First Term	Hours	Second Term	Hours
COMM 1050	1	COMM 1100	3
COMM 1000 or 1200	3	COMM 1200 or 1000	3
ANTH 1001, PSYC 1001, or SOCI 1001 <sup>1</sup>	3	ADVE 1400	3
ENGL 1001 or ESSV1 (MCC)	3	ENGL 1001 or ESSV1 (MCC)	3
Elective	3	PHIL 1001 or THEO 1001 (MCC)	3
PHIL 1001 or THEO 1001 (MCC)	3		
		16	15

### Sophomore

First Term	Hours	Second Term	Hours
ADPR 2100 or CMST 3300	3	ADPR 2100 or CMST 3300	3
ADPR 2200	3	COMM 2500	3
CORE 1929 (MCC)	3	ADPR 4600 or 4750	3
ECON 1001 or 1103	3	Minor	3
DSCV (MCC) <sup>2,3</sup>	3	DSCV (MCC) <sup>2,3</sup>	3
		15	15

### Junior

First Term	Hours	Second Term	Hours
MARK 3001	3	ADPR 3986	3
ADVE 3000	3	COMM 3900 or 3800	3
ADVE 3400	3	Minor	3
ADPR 4300, 4350, or 4850	3	Major elective	3
DSCV (MCC) <sup>2,3</sup>	3	DSCV (MCC) <sup>2,3</sup>	3
		15	15

### Senior

First Term	Hours	Second Term	Hours
ADVE 4100	3	ADVE 4997 or CORE 4929 (MCC)	3
COMM 3800 or 3900	3	Major elective	3
Minor or electives	6	Minor electives	9

ADVE 4997 or CORE 4929 (MCC)	3	
	15	15

Total credit hours: 121

- <sup>1</sup> ANTH 1001 Being Human and SOCI 1001 Principles of Sociology are approved ESSV1 courses. If either of these courses are taken an additional elective may be needed for the degree.
- <sup>2</sup> The four courses in the Discovery Tier (DSCV) of the MCC must be completed in the same theme and include the following content areas: Humanities (HUM), Social Science (SSC), Natural Science and Mathematics (NSM) and one elective (ELE), which is an additional course from any of the three content areas. A maximum of two courses in the Discovery Tier can apply towards a primary major.
- <sup>3</sup> Students must also complete the Writing Intensive (WRIT) and Engaging Social System and Values 2 (ESSV2) requirements of the MCC. These requirements can be fulfilled through designated courses in the Discovery Tier or other degree requirements.

## Advertising Minor

Students are required to complete 18 credits (6 required and 12 elective credits) to complete the Advertising minor.

### Required Courses

ADVE 1400	Advertising Principles	3
ADPR 2200	Media Writing	3
Choose two courses from ADVE and two additional courses from remaining ADVE or ADPR courses.		12
Total Credit Hours		18

## Advertising Public Relations Courses

### ADPR 2100. Communication Design Toolbox. 3 cr. hrs.

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. Prereq: ADVE, CCOM, PURE or STCM majors or minors.

### ADPR 2200. Media Writing. 3 cr. hrs.

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

### ADPR 3200. Strategic Communication Design. 3 cr. hrs.

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

### ADPR 3986. Internship in Advertising and Public Relations. 0-3 cr. hrs.

Work experience in advertising or public relations 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. Prereq: ADPR 2200 and ADVE 1400 and cons. of dept. ch.; or ADVE 1400 and JOUR 1100 and cons. of dept. ch.; or ADPR 2200 and PURE 1800 and cons. of dept. ch.; or PURE 1800 and JOUR 1100 and cons. of dept. ch. 0 credit is SNC/UNC grade assessment; 1-3 credits is S/U grade assessment.

### ADPR 4000. Sports Promotion. 3 cr. hrs.

Examines how sport organizations attract fan attention and, ultimately, generate revenue by applying strategies and tactics related to public relations, advertising, marketing and sponsorship. Topics include: sport promotion techniques, media relations, new technology, special event planning, ethics of the field, professionalism and career opportunities. Students learn about the practitioner's responsibilities to society, client/organization, fans, media and other practitioners. Prereq: ADVE 1400 or PURE 1800 or cons. of instr. Restricted to declared ADVE or PURE majors or minors.

### ADPR 4300. Emerging and Social Media in a Dynamic Marketplace. 3 cr. hrs.

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

### ADPR 4350. Social Media Analytics and Measurement. 3 cr. hrs.

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

**ADPR 4500. Account Management in Advertising and Public Relations. 3 cr. hrs.**

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

**ADPR 4600. International Advertising and Public Relations. 3 cr. hrs.**

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. Prereq: ADVE 1400 or PURE 1800.

**ADPR 4750. Strategic Communication in a Culturally Diverse Marketplace. 3 cr. hrs.**

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. Prereq: ADVE 1400 or PURE 1800.

**ADPR 4850. Multiplatform Content Strategy. 3 cr. hrs.**

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

**ADPR 4953. Seminar in Advertising and Public Relations. 1-3 cr. hrs.**

Specific subjects of seminars to be announced in the Schedule of Classes. Variable topics. Prereq: ADVE 1400 or PURE 1800; or cons. of instr. Restricted to declared ADVE or PURE majors or minors.

**ADPR 4961. Special Institute/Workshop/Project. 1-3 cr. hrs.**

Prereq: Restricted to declared ADPR majors and minors.

**ADPR 4995. Independent Study in Advertising and Public Relations. 1-3 cr. hrs.**

Supervised study of a specific area or topic in Advertising and Public Relations. Prereq: Cons. of dept. ch.

**ADPR 4997. Advertising and Public Relations Campaigns. 3 cr. hrs.**

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. Prereq: ADVE or PURE major, ADVE 3000 or PURE 3800, ADVE 3400 or PURE 3600, and ADVE 4100 or ADPR 3200; or cons. of instr.

**ADPR 4999. Senior Thesis. 1-3 cr. hrs.**

The application of rigorous methodology in developing and writing a thesis under the direction of an adviser. Prereq: Cons. of dept. ch.

**ADPR 5350. Social Media Analytics and Measurement. 3 cr. hrs.**

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.

## Advertising Courses

**ADVE 1400. Advertising Principles. 3 cr. hrs.**

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.

**ADVE 3000. Consumer Insight and Brand Strategy. 3 cr. hrs.**

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. Prereq: ADVE 1400 or PURE 1800; COMM 2500; declared ADVE or PURE majors and minors.

**ADVE 3400. Content Ideation and Copywriting. 3 cr. hrs.**

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

**ADVE 4100. Advertising Media Strategy. 3 cr. hrs.**

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. Prereq: ADVE 1400 and COMM 2500; or cons. of instr.; declared ADVE or PURE majors and minors.

**ADVE 4200. Gender and Race in Advertising from the Inside Out. 3 cr. hrs.**

Critically explores the lack of diversity within the world of advertising creative departments. Students gain an understanding of the intersections of gender, race and ethnicity with the structural constraints within the advertising industry as a whole, and the creative departments specifically. Students also tease out the impact this has on advertising message construction and its impact on consumers and society at large. Prereq: Jr. stndg and one of the following: ADVE 1400, CCOM 2000, HURE 3001, MARK 3001, PURE 1800, SOCI 1001 or INGS 1001.

**ADVE 4400. Advanced Advertising Copywriting. 3 cr. hrs.**

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. Prereq: ADVE 3400; or cons. of instr. Restricted to declared ADVE or PURE majors or minors.

**ADVE 4997. Advertising Campaigns. 3 cr. hrs.**

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. Prereq: ADVE major and ADVE 1400, ADVE 3000, ADVE 3400, ADVE 4100.