

## ADVERTISING

## ADV

**Department of Advertising  
and Public Relations  
College of Communication  
Arts and Sciences**

**205 Principles of Advertising**

Fall, Spring, Summer. 3(3-0)

Principles and practices of advertising in relation to economies, societies, and mass communication.

**225 Writing for Public Relations**

Fall, Spring, Summer. 3(3-0) R: Open to undergraduate students in the James Madison College or in the College of Communication Arts and Sciences or approval of department.

Theory and practice of preparing written business communications.

**260 Principles of Public Relations**

Fall, Spring, Summer. 3(3-0) SA: ADV 227

Role and function of public relations in society. History of the field. Roles of practitioners and understanding the unique professional areas within the field of public relations.

**322 Copywriting and Art Direction**

Fall, Spring, Summer. 3(2-2) P: (ADV 205 and CAS 110) and completion of Tier I writing requirement R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization.

Creative process used by writers and art directors to develop ads and multi-media campaigns. Emphasis on writing.

**324 Introduction to Creative Media**

Fall, Spring, Summer. 3(2-2) P: ADV 205 and CAS 203 and CAS 205 and CAS 206 R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. SA: ADV 321

Apply creative principles used in thinking, research, exploration, and execution by art directors. Advertising problems across media, with an emphasis on visual solutions for print.

**325 Public Relations Techniques and Ethics**

Fall, Spring. 3(3-0) P: COM 300 or STT 200 R: Open to undergraduate students in the Public Relations Specialization.

Production of written messages to achieve strategic organizational communication objectives. Development of the student's public relations portfolio. Public relations as a strategic management function.

**326 Advanced Creative: Media I**

Fall, Spring, Summer. 3(0-6) P: ADV 324 and CAS 204 R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. SA: ADV 426

Applications of creative media to advertising. Design principles that enable art directors to organize information on page or screen to communicate the client's message clearly and imaginatively.

**330 Advertising Management**

Fall, Spring. 3(3-0) P: ADV 205 R: Open to sophomores or juniors or seniors in the Advertising Major.

Advertising problems from the perspective of managers responsible for solving problems. Identify problems, develop alternative solutions, and evaluate proposed solutions.

**334 International Advertising**

Fall. 3(3-0) RB: ADV 375 R: Open to juniors or seniors in the Advertising major or approval of department. SA: ADV 470

Advertising decisions and consumer behavior. Political systems, literacy rates, new technologies, consumer behavior, and culture. Decision making, strategy, media selection, creative execution and campaign evaluation.

**342 Account Planning and Research**

Fall, Spring. 3(3-0) P: ADV 205 R: Open to sophomores or juniors or seniors in the Advertising major.

Principles of account planning. Strategic thinking, use of focus groups, and other qualitative and quantitative methods. Applied media research methods, practices, techniques and ethics in media settings.

**350 Advertising Media Planning and Strategy**

Fall, Spring. 3(3-0) P: ADV 205 R: Open to sophomores or juniors or seniors in the Advertising Major. SA: ADV 346

Introduction to advertising media planning. Characteristics of media, media terminology and calculations. Use of syndicated media research and development of media plans.

**352 Media Sales**

Fall. 3(3-0) P: ADV 205 or MKT 313 R: Open to undergraduate students in the Advertising Major or in the Sales Communication Specialization.

Process of media sales, operation of sales and marketing departments, analyzing local media, and customized advertising using cross-selling.

**354 Interactive Advertising Design**

Fall, Spring. 3(2-2) P: ADV 324 and CAS 204 R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization.

Conceptual, aesthetic, and technical skills required to design interactive advertising from web to social media. Emphasis on creative solutions to problems encountered in designing for screen-based devices.

**355 Media Research**

Fall, Spring, Summer. 3(3-0) Interdepartmental with Telecommunication. Administered by Advertising. R: Open to undergraduate students in the College of Communication Arts and Sciences. SA: ADV 340, TC 376

Applied media research methods, practices, techniques and ethics in media settings.

**360 Advanced Sales Communication**

Fall, Spring. 3(3-0) Interdepartmental with Communication and Marketing. Administered by Communication. P: MKT 313 and (MKT 300 or MKT 327) RB: COM 100 R: Open to undergraduate students in the Sales Communication Specialization.

Need-based selling and leadership role in meeting client needs. Advanced methods of questioning, customer need analysis, negotiation, effective presentations and interpersonal communication relationships with clients. Sales role-playing presentations, business and technical writing, portfolio presentations, and case studies.

**375 Consumer Behavior**

Fall, Spring. 3(3-0) P: ADV 205 or concurrently R: Open to sophomores or juniors or seniors. SA: ADV 473

Theories of consumer behavior and their applications to promotions disciplines. Using theories to solve problems and make managerial decisions faced by practitioners in advertising agencies, suppliers, and client side marketing functions.

**386 Campaign Competition**

Fall. 3(0-3) P: ADV 205 R: Approval of department; application required.

Research, analyze, develop, and execute an integrated marketing and advertising campaign for selected client. Written recommendations and presentations for competition.

**402 Public Relations Topics in Advertising**

Fall, Spring. 1(1-0) A student may earn a maximum of 6 credits in all enrollments for this course. A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, or JRN 402. R: Open to undergraduate students in the Public Relations Specialization.

Current topics related to the practice of public relations.

**413 Issues in Contemporary Advertising**

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course.

Current issues in advertising and related disciplines.

**420 New Media Driver's License**

Fall, Spring, Summer. 3(3-0) Fall: Detroit. Spring: Detroit. Summer: Detroit. R: Open to sophomores or juniors or seniors.

Digital communication for advertising and public relations. Using new media, including social media, to effectively market a business or individual to a target audience.

**422 Advanced Copywriting**

Fall. 3(3-0) P: ADV 322 or approval of department R: Open to undergraduate students in the Department of Advertising and Public Relations or approval of department.

Continued development of aesthetic and technical copywriting skills to develop ads and multi-media campaigns that solve advertising problems; emphasis on ideation and self-critiquing.

**425 Public Relations Strategy**

Fall, Spring. 3(3-0) P: COM 300 or STT 200 R: Open to undergraduate students in the Public Relations Specialization.

Classic and current public relations cases. Strategies to communicate in business contexts. Exposure to specific business problems and their solutions.

**428 Advanced Creative: Media II**

Fall, Spring. 3(0-6) P: ADV 326 and ADV 354 R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. SA: ADV 417

Creative execution skills to explore the power of branding. Visual solutions that reinforce the brand experience through ads, campaigns, and collateral material. Creative research, strategy development.

## Advertising—ADV

- 430 Social Marketing: Strategy and Practice**  
Fall, Spring. 3(3-0) P: (MKT 300 or concurrently) or (MKT 327 or concurrently) R: Open to juniors or seniors in the Department of Advertising and Public Relations or in the Department of Communication and open to juniors or seniors in the Department of Marketing.  
Use of marketing concepts and tools from sociology, psychology, commercial marketing, and public opinion research to promote individuals' pro-social and health behaviors. Application of strategies that improve quality of life and result in behavioral and societal changes in positive ways.
- 431 Monitoring and Measuring Social Media of Brands**  
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. P: ADV 420  
Social media monitoring and analysis for businesses and brands including advanced keyword building and search techniques. Discovering business insights through social media listening and applying insights through a social media response plan.
- 432 Digital Media Planning and Buying**  
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. P: ADV 420 R: Open to sophomores or juniors or seniors.  
Media planning and buying for web-based business applications. Budget-building, media mix recommendations, performance analysis, and support for business decisions.
- 433 Internet Video Promotion Strategy**  
Fall, Spring. 3(3-0) Fall: Detroit. Spring: Detroit. P: ADV 420  
Promotional video production focusing on brands or companies. Use of metrics and analytical tools to determine impact of promotional video. Video distribution strategies.
- 436 Promotions and Sponsorships**  
Spring. 3(3-0) P: ADV 375 or concurrently R: Open to undergraduate students in the Advertising major or in the Retailing major or in the Food Industry Management major. SA: ADV 336  
Corporate communication activities used to elicit consumer response to a product and service mix. Non-traditional advertising strategies, cross-promotion strategies, and strategies for non-profit organizations.
- 450 Portfolio Preparation**  
Fall, Spring. 3(0-6) P: ADV 428 R: Approval of department; application required.  
Editing past work and developing new projects. Strengthening, expanding, and finalizing individual portfolios for career enhancement. Critique by professionals.
- 455 Intensive Portfolio Workshop**  
Summer. 1 to 9 credits. A student may earn a maximum of 9 credits in all enrollments for this course. P: ADV 322 and ADV 326 and ADV 354 R: Open to juniors or seniors. Approval of department; application required.  
Create portfolio works across various platforms (print and screen) that meet current industry standards. Teams of student art directors and copywriters collaborate to generate advertising solutions.
- 456 Interactive Advertising Management**  
Fall, Spring. 3(3-0) P: ADV 330 or ADV 350 R: Open to students in the Department of Advertising, Public Relations and Retailing.  
Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research.
- 475 Advertising and Society**  
Fall, Spring. 3(3-0) P: ADV 205 RB: ADV 330 or ADV 350 R: Open to undergraduate students in the Advertising major. SA: ADV 465  
Impact of advertising on society, culture and economy. Representation of minorities, women, and the elderly in advertising; free speech, advertising law, and regulatory organizations; ethical decision making strategies; and advertising's economic role in information, competition, price, and product choice.
- 481 Retail Strategy Analysis**  
Spring. 3(3-0) P: MKT 300 or MKT 313 or MKT 327 RB: Knowledge of income and balance sheet financial statements is important R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Sales Communication Specialization or approval of department. SA: HED 481, RET 481  
Strategic and financial planning for retailers.
- 486 Integrated Campaigns**  
Fall, Spring, Summer. 3(2-2) P: (CAS 110 and ADV 330 and ADV 342 and ADV 350) or ADV 325 R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Public Relations Specialization.  
Development of integrated marketing and advertising campaigns for clients. Creative, media and marketing communication elements.
- 490 Independent Study**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to undergraduate students. Approval of department; application required.  
Supervised individual study in an area of advertising or public relations.
- 492 Special Topics in Advertising**  
Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Not open to freshmen.  
Varied topics pertaining to the study of advertising and public relations processes.
- 493 Advertising and Public Relations Internship**  
Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: ADV 205 R: Open to undergraduate students in the Department of Advertising, Public Relations and Retailing. Approval of department; application required.  
Supervised experience in a professional environment.
- 494 Practicum in Research/Creative Works and Instruction**  
Fall, Spring, Summer. 1 to 4 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to sophomores or juniors or seniors in the Department of Advertising and Public Relations. Approval of department.  
Structured participation in departmental research teams/creative work, classroom management and applied practice in the community.
- 803 Introduction to Quantitative Research Methods**  
Fall, Summer. 3(3-0) Interdepartmental with Communication and Journalism and Telecommunication. Administered by Communication. SA: ADV 875, COM 800, JRN 817, TC 802  
Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.
- 810 Public Relations Concepts and Distinctions**  
Fall. 3(3-0)  
Principles of public relations as a management discipline. Developing, maintaining and enhancing organizational-public relationships with emphasis on theoretical, practical, and research-based foundations.
- 823 Consumer Behavior Theories**  
Fall, Spring. 3(3-0)  
Concepts and theories from behavioral sciences applied to consumer decision making. Application of theories to develop consumer behavior research studies, advertising and public relations programs. Interpersonal and mass communication applied to consumer decision making.
- 826 Advertising and Promotion Management**  
Fall, Spring. 3(3-0) P: MKT 805 and ADV 823 and (COM 803 or concurrently)  
Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs. Emphasis on case analysis.
- 830 Seminar in Social Marketing**  
Spring. 3(3-0) Interdepartmental with Marketing. Administered by Advertising.  
In-depth reading and critical thinking about theories and principles in social marketing. Application of theory and empirical research to evaluating and planning social marketing programs.
- 836 Media Innovations**  
Fall. 3(3-0)  
Alternative methods of advertising. Effects of non-traditional advertising strategies on consumers. Theoretical and methodological approaches.
- 843 Strategic Brand Communication**  
Fall. 3(3-0) RB: Some coursework in business or communications  
Brand communication research and strategy. Applications to new media and technology. Innovation and brand development, emphasizing futures research and perceptual mapping.
- 846 Media Strategy**  
Spring. 3(3-0)  
Planning, execution, and control of media programs. Theory and techniques of budget allocation including marginal analysis, mathematical programming, simulation and game theory.
- 850 Public Relations Management**  
Fall. 3(3-0)  
Managing public relations campaigns and programs, including research, planning, implementation, and evaluation. Using theory and practice to design strategic public relations programs for clients or sponsoring organizations

**855 Public Relations Theories**

Spring. 3(3-0) P: ADV 850

Evolving and relevant theories drawn from psychology, communication, sociology, education and management that guide research and inform the management function of effective public relations counseling.

**860 Media Relations**

Spring. 3(3-0) RB: Professional experience in public relations.

Theory and practice of how public relations professionals work with the news media to communicate with external publics.

**865 Advertising and Society**

Spring. 3(3-0)

Impact of advertising on individuals, society, and the economy. Public policy issues relevant to advertising. Regulation by government and industry.

**870 International Advertising**

Spring. 3(3-0) RB: ADV 826 or concurrently

International dimensions of advertising and other marketing communications. Comparative analysis of economic, cultural, and legal conditions that affect advertising activities. International and foreign media.

**890 Independent Study**

Fall, Spring, Summer. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students. Approval of department.

Directed study under faculty supervision.

**892 Special Topics**

Fall, Spring. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course.

Emerging topics in advertising and public relations.

**893 Internship**

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 3 credits in all enrollments for this course. R: Open to graduate students in the Department of Advertising, Public Relations and Retailing. Approval of department.

Supervised experience in advertising and/or public relations settings.

**899 Master's Thesis Research**

Fall, Spring, Summer. 1 to 8 credits. A student may earn a maximum of 8 credits in all enrollments for this course. R: Open to students in the Advertising major or in the Public Relations Major.

Faculty supervised thesis research.

**900 Theory Building in Media and Information Studies**

Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Advertising.

Concepts and issues relating explanation, scientific inquiry, theory building and applications to interdisciplinary studies in media and information.

**916 Qualitative Research Methods**

Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism. R: Open only to doctoral students in the College of Communication Arts and Sciences or Department of Communication.

Qualitative research in mass and specialized communication systems. Topics include documentary, bibliographic, case study and participant observation methods.

**921 Media Theory**

Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Journalism. R: Open to doctoral students. SA: ADV 921

Process and effects of mediated communication. Audiences, socialization, and persuasion. Macro-societal, and intercultural perspectives. Theory construction.

**960 Media and Technology**

Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Telecommunication. R: Open only to doctoral students in the Communication Arts and Sciences-Media and Information Studies major or Communication major or approval of department.

Theoretical frameworks concerning media and communication processes, and their interactions with technology. Social, organizational, critical, and economic perspectives.

**975 Quantitative Research Design**

Fall. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Advertising. RB: One graduate-level research design or statistics course. R: Open to doctoral students.

Survey, experimental and content-analytic techniques applied to the study of media. Academic and applied research methods. Univariate and multivariate techniques.

**985 Advanced Quantitative Analysis for Media**

Spring. 3(3-0) Interdepartmental with Journalism and Telecommunication. Administered by Telecommunication. P: ADV 975 RB: Masters-level research course in addition to ADV 975.

Multivariate research methods for media and information studies research.