

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.

210 Concept Development

Fall, Spring. 1(1-0) P: CAS 110 or concurrently R: Open to students in the Advertising Creative major.

Forming visual ideas with a strong narrative. Conceptualizing solutions that meet strategic advertising objectives from idea generation to the final application, regardless of media type.

222 Introduction to Copywriting

Fall. 3(2-2) P: (ADV 205 and (ADV 210 or concurrently)) and completion of Tier I writing requirement R: Open to students in the Advertising Creative major or approval of department.

Role of copywriting in the creative process. Iconic advertising campaigns with copywriting emphasis. Practice in writing copy with critique and rewriting. Focus on writing for print media.

224 Introduction to Creative Media

Fall, Spring. 3(2-2) P: ADV 205 and (ADV 210 or concurrently) R: Open to students in the Advertising Creative major. SA: ADV 321

Communication design principles used by art directors for research, exploration, and execution. Visual communication solutions using design principles with the appropriate digital technology. Design software includes Adobe CC Illustrator, Photoshop and Indesign.

225 Basic Skills for Advertising Careers

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

Theory and practice of preparing written business communications for advertising and utilizing typical software applications.

245 Multimedia Commercial Production

Fall, Spring. 3(2-2) P: (ADV 222 or ADV 224) and CAS 112 R: Open to students in the Advertising Creative major.

Cinematography applied to 15-, 30- and 60-second spots for TV, desktop and handheld devices. The power of story telling in the production of screen-based creative advertising solutions including motion graphics and animation. Planning, writing, casting, filming, editing, sound, lighting, and evaluation.

322 360-degree Copywriting

Spring. 3(2-2) P: ADV 222 and (ADV 245 or concurrently) R: Open to students in the Advertising Creative major.

Writing across multiple channels. Focus on traditional media including television, print, out-of home, and radio. Focus on non-traditional media including digital and social media.

326 Advanced Creative: Media I

Spring. 3(2-2) P: ADV 224 and (ADV 245 or concurrently) R: Open to students in the Advertising Creative major. 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 Strategy

Fall, Spring. 3(3-0) P: ADV 205 R: Open to undergraduate students in the Department of Advertising and Public Relations.

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

334 International Advertising

Fall, Spring. 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, Spring. 3(3-0) P: ADV 205 R: Open to undergraduate students in the Department of Advertising and Public Relations.

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, Summer. 3(2-2) P: ADV 224 R: Open to students in the Advertising Creative major.

Build interactive websites that are adaptable to any screen size. Apply concepts like information architecture, the grid system, an web design principles when developing websites.

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.

401 Neuromarketing and Consumer Decisions

Fall, Spring. 3(3-0)

Exploration of the field of neuromarketing, including different methodological techniques. Examination of how the human brain makes consumer decisions. Discern valid from invalid neuromarketing practices.

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. 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.

422 Advanced Copywriting: Creating Experiences

Fall, Spring. 3(2-2) P: ADV 322 or approval of department R: Open to students in the Advertising Creative major 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 creating relevant audience experiences and self-critiquing.

ADV—Advertising

- 428 Advanced Creative: Media II**
Fall, Spring. 3(2-2) P: ADV 326 and ADV 354
R: Open to students in the Advertising Creative major. 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.
- 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 R: Open to students in the Department of Advertising and Public Relations or in the Sports Business Management Minor.
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 students in the Department of Advertising and Public Relations.
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.
- 442 Digital Analytics**
Fall, Spring. 3(3-0) P: ADV 342 or concurrently RB: (STT 201) or other introductory statistics course R: Open to students in the Department of Advertising and Public Relations.
Data collection, analysis and reporting on cross- or multi-channel media analytics in order to inform strategic advertising and public relations decision making. Evaluate impact of integrated communication decisions.
- 445 Programmatic Media Buying**
Fall, Spring. 3(3-0) P: ADV 350 R: Open to students in the Department of Advertising and Public Relations.
Background, processes, and applications of how online advertising and public relations campaigns are planned, booked, optimized, and validated using programmatic tools. Developments and trends in programmatic advertising platform tests and entries into mainstream media channels. Targeted offers, messages, content or ads across paid, owned and earned channels.
- 450 Portfolio Presentation**
Fall, Spring. 1(0-2) A student may earn a maximum of 3 credits in all enrollments for this course. P: ADV 422 or ADV 428 R: Open to students in the Advertising Creative major.
Editing past work for professional presentation. 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 Strategy**
Fall, Spring. 3(3-0) P: ADV 330 or ADV 350 R: Open to students in the Department of Advertising and Public Relations.
Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research. Role of strategy in implementing interactive solutions.
- 475 Advertising and Society**
Fall, Spring. 3(3-0) P: ADV 330 or ADV 350 RB: ADV 330 or ADV 350 R: Open to undergraduate students in the Department of Advertising and Public Relations. 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**
Fall, 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 Leadership Minor or in the Retail Management Minor or approval of department. SA: HED 481, RET 481
Strategic and financial planning for retailers.
- 486 Integrated Campaigns (W)**
Fall, Spring, Summer. 3(2-2) P: ((CAS 110 and ADV 342) and (ADV 330 or ADV 350) and ((ADV 442 or concurrently) or (ADV 450 or concurrently))) or (PR 325 and completion of Tier I writing requirement) R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Public Relations Minor.
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 12 credits. A student may earn a maximum of 12 credits in all enrollments for this course. P: ADV 205 R: Open to undergraduate students in the Department of Advertising and Public Relations. 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.
- 800 Advertising and Public Relations Theory**
Fall. 3(3-0)
Concepts and theories relevant to advertising and public relations programs. Use of theory in the design and evaluation of advertising and public relations campaigns.
- 803 Introduction to Quantitative Research Methods**
Fall, Summer. 3(3-0) Interdepartmental with Communication and Journalism and Media and Information. 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.

815 Ethical Practice in Advertising and Public Relations
Fall. 3(3-0)

Identify ethical issues in advertising and public relations. Law and regulation, advertising of controversial products, and effects of advertising on consumer culture. Examine ethical issues and frameworks through case studies.

816 Fundraising and Philanthropy in Nonprofit Organizations

Spring. 3(3-0) Interdepartmental with Communication. Administered by Advertising. R: Open to graduate students in the College of Communication Arts and Sciences.

Principles, function, practice, ethics, and process of fundraising and philanthropic development. Societal role of nonprofit organizations.

823 Consumer Behavior Theories
Fall. 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.

825 Advertising and Public Relations Strategies
Fall. 3(3-0)

Strategic planning for advertising and public relations campaigns. Emphasis on research for strategy and campaign evaluation, media planning, media relations, and integrating advertising and public relations tactics.

826 Advertising and Promotion Management
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.

835 Multimedia Content Creation for Advertising and Public Relations
Spring. 3(3-0)

Creating strategy-driven, multimedia content for advertising and public relations campaigns. Emphasis on campaign objectives, brand positioning, message strategy, and creative execution.

836 Media Innovations
Fall. 3(3-0)

Alternative methods of advertising. Effects of non-traditional advertising strategies on consumers. Theoretical and methodological approaches.

840 Advertising and Public Relations for Social Impact
Spring. 3(3-0)

Principles and techniques for social impact advertising and public relations campaigns. Emphasis on strategies for non-profit, activist, and political organizations.

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.

845 Advertising and Public Relations for Health, Science, and the Environment
Spring. 3(3-0)

Principles and techniques for health, science, and environment advertising and public relations campaigns.

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
Fall. 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 9 credits. A student may earn a maximum of 9 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 Practicum

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 and Public Relations or 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 Media and Information. 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 Media and Information. Administered by Journalism. R: Open to doctoral students in the College of Communication Arts and Sciences.

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

921 Theories of Media and Information

Fall. 3(3-0) Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college. SA: ADV 921

Overview of the relations between information theory, communication theory, and media theory, and an understanding of how these theories have evolved over time and which competing approaches coexist.

960 Media and Technology

Spring. 3(3-0) Interdepartmental with Journalism and Media and Information. Administered by Media and Information. R: Open to doctoral students in the Communication Major or in the Media and Information Studies Major or approval of department. SA: TC 960

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

975 Introductory Methods

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

A survey of qualitative and quantitative research design including validity and reliability, hypothesis formation, sampling, ethics, survey, experimental, ethnographic, observational and mixed methods.

ADV—Advertising

985 **Advanced Quantitative Analysis for Media**

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

Multivariate research methods for media and information studies research.

990 **Independent Study**

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Independent research under faculty direction.

991 **Ways of Knowing**

Fall, Spring. 3(3-0) Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Ways humans acquire, convey, organize and shape knowledge and information, and are shaped and influenced by it. Neurological, psychological linguistic, philosophical, cultural, and logical dimensions of human knowledge.

992 **Doctoral Seminar**

Fall, Spring. 3(3-0) A student may earn a maximum of 15 credits in all enrollments for this course. Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Topics on theoretical and research issues in communication and mass media.

993 **Research Practicum in Information and Media**

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. Interdepartmental with Communication Arts and Sciences and Journalism and Media and Information. Administered by Communication Arts and Sciences. R: Open to doctoral students in the College of Communication Arts and Sciences or approval of college.

Directed research collaboration with a faculty member or a team of students/faculty.