

Advertising (ADVT)

COURSES

ADVT 2337. INTRODUCTION TO ADVERTISING. 3 Hours. (TCCN = COMM 2327)

The role of advertising in society. Basic concepts include marketing message creation, budget determination, agency-client relationships, and social responsibility of advertisers.

ADVT 3304. STRATEGIC COMMUNICATION I. 3 Hours.

Introductory strategy course focusing on creative communication in advertising and marketing communication planning. The evolution and development of the strategic creative process is evaluated relative to campaign objectives and research, especially as it impacts Integrated Marketing Communication and branding programs. Students successfully completing Strategic Communication I advance to Strategic Communication II. Prerequisite: COMM 2311, ADVT 2337, and either MATH 1308 or MATH 1309, all with a grade of C or better.

ADVT 3305. ADVERTISING MEDIA. 3 Hours.

Decision-making in selection and use of advertising media. Evaluation of media alternatives in terms of marketing communication objectives and strategy, audience analysis, media-market research, cost, and editorial/program content. Media plans are developed consistent with Integrated Marketing Communication and branding programs. Prerequisite: COMM 2311, ADVT 2337, and either MATH 1308 or MATH 1309, all with a grade of C or better.

ADVT 3306. STRATEGIC COMMUNICATION II. 3 Hours.

Advanced strategy course building on the foundation from Strategic Communication I; assumes a basic understanding of strategy and research. Advanced critiques of existing campaigns coupled with the development of strategic communication for various media, including print, broadcast, direct mail, and Internet. Persuasive presentation of strategies and executions to others as in an agency setting; includes copywriting, basic art direction, and multimedia usage. Prerequisite: ADVT 3304 with a grade of C (2.0/4.0 scale) or better, and COMM 3303.

ADVT 3308. DIGITAL ADVERTISING DESIGN. 3 Hours.

Course covers the practice of results-oriented creative advertising and design, including both visual and copy concepts through digital execution with an emphasis on strategic development. The course also focuses on advanced applications of digital software to design and communicate targeted messages utilizing communication theory and practice. Prerequisite: COMM 3303 with a grade of C (2.0/4.0 scale) or better.

ADVT 4300. DIGITAL INTEGRATED MARKETING COMMUNICATION (IMC) MANAGEMENT. 3 Hours.

Theory and management of digital integrated marketing communication. The course focuses on using digital analytics to plan and execute successful integrated strategies that reach appropriate audiences with targeted messages. Key topics include digital advertising, social media, digital media, email marketing, and search engine optimization (SEO). Prerequisite: COMM 3315 and a grade of C or better in the following courses: ADVT 3304 and PREL 3320.

ADVT 4301. ADVERTISING AND IMC CAMPAIGNS. 3 Hours.

Advanced study in the application of advertising and marketing communication theories. Advertising campaigns are developed consistent with Integrated Marketing Communication and branding programs. Student agency teams develop speculative advertising and IMC plans for organizations, products and/or brands. Prerequisite: A grade of C (2.0/4.0 scale) or better in the following courses: ADVT 3305, ADVT 3306, and ADVT 4300.

ADVT 4391. CONFERENCE COURSE. 3 Hours.

Topic assigned on an individual basis, covering individual research or study in the designated areas. May be repeated when topic changes. Prerequisite: 60 or more hours earned and permission of the department.

ADVT 4393. SPECIAL TOPICS. 3 Hours.

Special studies in advertising. Topic varies from semester to semester. May be repeated when topic changes, for a maximum of six credit hours. Prerequisite: 60 or more hours earned and permission of the department.

ADVT 4395. PROFESSIONAL INTERNSHIP. 3 Hours.

Individual research in advertising while working with business and industry. Individual conference to be arranged. Graded Pass/Fail. Prerequisite: 60 or more hours earned and permission of the department.