

# ADVT - Advertising | Undergrad

<i>Global Citizenship Program Knowledge Areas (....)</i>	
ARTS	Arts Appreciation
GLBL	Global Understanding
PNW	Physical & Natural World
QL	Quantitative Literacy
ROC	Roots of Cultures
SSHB	Social Systems & Human Behavior

<i>Global Citizenship Program Skill Areas (....)</i>	
CRI	Critical Thinking
ETH	Ethical Reasoning
INTC	Intercultural Competence
OCOM	Oral Communication
WCOM	Written Communication
** Course fulfills two skill areas	

## ADVT 1940 Introduction to Marketing Communications (3)

Students learn the major communications tools available to promote a product or service to target customers. In the course, students learn marketing communications definitions, concepts, and theories of promotional communications and the tools used - both traditional approaches and emerging technologies.

## ADVT 2350 Introduction to Visual Communications for Advertising and Public Relations (3)

Students will be introduced to the theory and practice of crafting effective visual communication messages for a variety of media commonly used by advertising and public relations professionals. Students will create persuasive messages using relevant software tools and use industry language and terminology to evaluate and assess effective visual communication messages.

## ADVT 2550 Creative Strategies for Advertising (3)

In this course, students learn the creative process by which advertising is conceived and structured, based on communications goals and objectives. Students learn techniques for creating the "Big Idea." Students develop step-by-step strategies and refine creative thinking skills. Assignments and discussions aid in the development of advertising creative concepts for use in a portfolio and for class presentation.  
**Prerequisites:** MNGT 3510 or ADVT 1940.

## ADVT 2910 Writing for Advertising (3)

Students learn the application of writing skills to the field of advertising. The course emphasizes adapting writing style and format to specific target audiences and a variety of advertising situations. Students produce their own advertising copy for inclusion in their portfolios. Students receive the instructor's critique of all their writing and have a chance to critique fellow

students' work. **Prerequisites:** MNGT 3510, or ADVT 1940 and ADVT 2550.

## ADVT 3150 Topics (1-3)

Topics courses are offered periodically to feature topics in advertising not covered by regularly offered courses. May be repeated for credit if content differs. **Prerequisites:** Vary with topic.

## ADVT 3200 Sports Marketing Communications (3)

This course provides an overview and analysis of marketing, promotional strategy, and communications in the competitive field of sports marketing. In this course, students will develop the critical thinking and analytical skills necessary to develop a sports marketing communication plan. Topics include the marketing of sports teams, leagues, organizations, and sports-oriented products; sports and new media; and the use of sports marketing as a strategy. **Prerequisite:** ADVT 1940 or MNGT 3510.

## ADVT 3500 Visual Communication for Advertising and Public Relations (3)

Students learn the concepts and techniques of modern design for a variety of media commonly used by advertising and public relations professionals, including posters, brochures, public relations kits, print and television advertising, sales promotions, and website/internet. Students learn the basic elements of design and their best uses. Emphasis is placed on problem/solution exercises and assignments that challenge students to use those elements of promotional design to solve communication problems in workplace settings. Project critiques are conducted regularly, and aesthetic and psychological aspects of work are analyzed. **Prerequisite:** INTM 2350 or ADVT 2350.

## ADVT 3599 Independent Study (Juniors or Seniors) (1-12)

Independent study involves research work on a specialized subject of project, artistic work, or study of an interdisciplinary nature. In contrast to a practicum, the emphasis in an independent study is usually on individual pursuit of a specific content area. May be repeated for credit if content differs. **Prerequisite:** Requires instructor permission and the filing of official form.

## ADVT 3600 Social Media Content and Development (3)

This course focuses on the management and execution of the role of social media from an advertising and content management perspective. It examines marketing communications within digital marketing and online executions to support brand marketing activities. Students will explore the strategies and techniques used by marketers to drive engagement, develop communities and increase revenue. Emphasis will be on understanding the strategy of social media applications and include the development of brand content development and marketing communication executions to provide hands-on experience in extending social media strategy to support brand initiatives. Lab fee will apply.

## ADVT 3700 Introduction to Digital Marketing Analytics (3)

Digital Marketing Analytics focuses on the measurement, analysis, and communication of digital marketing data to inform effective decision-making. It provides an overview of analytics and decision-making related to digital marketing platforms such as Google, Facebook, Instagram, Twitter, as well as organic and paid search and email marketing. Students will have some exposure

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to Excel but most of the work will be on industry dashboards. Emphasis will be on understanding the various digital dashboard and how to read and interpret trends and the impact of introducing different communication inputs. Students will have hands on experience through assignments that leverage and interact with these dashboards, similar to what a website or social media manager would use in monitoring and evaluating their own digital channels.

## ADVT 3910 International Advertising (3)

Students learn about the issues involved in developing multinational advertising plans/campaigns. Students learn to apply all the major components and steps in the process of advertising planning - client/agency structure, audience identification and segmentation, objective setting, media strategy, creative strategy, research, budgeting - from an international perspective. The course challenges students to address each of these steps within the political, economic, religious, social, and cultural environment of another country or region. This is also an international studies certificate course. **Prerequisite:** MNGT 3510.

## ADVT 4040 Advertising Production (3)

Students learn the process, strategies, and techniques involved in advertising production. Students work in teams to develop fully integrated campaigns for internal and external clients. Content within the class focuses on strategy, design and production of advertising and marketing communications across traditional and digital media sources. May be repeated for credit with approval of advisor since the projects differ from class to class. **Prerequisites:** MNGT 3510 or ADVT 1940; ADVT 2550; INTM 2350 or ADVT 2350.

## ADVT 4190 Advertising Research (3)

This course introduces the fundamentals of advertising research. Students learn basic ad research theory and put it into practice by undertaking an actual research project. They learn the roles and subject matter of ad research including secondary sources and syndicated services. They also learn to conduct both qualitative and quantitative primary research, including planning, designing, sampling, data processing, analyzing, and reporting for an actual ad case study. **Prerequisite:** MNGT 3510 or ADVT 2550; ADVT 5321 for graduate students.

## ADVT 4200 Media Planning, Buying and Selling (3)

In this course, students learn the role of media planning, buying and selling to help fulfill marketing communications objectives. Students learn the components of a professional media plan for target reach; how media buying techniques differ by target audience; and how the media sales process works. The course emphasizes the media's role in the advertising process and the media's influence on current techniques used by advertising agency media departments representing consumer and business clients with national, regional, and local needs. Students prepare a professional media plan using the principles and practices mastered throughout the course. **Prerequisite:** MNGT 3510 or ADVT 2550; ADVT 5321 for graduate students, or permission of the instructor.

## ADVT 4610 Readings in Advertising (3)

May be repeated for credit with instructor's permission if content differs. **Prerequisites:** Media major, junior standing, permission of the instructor, and filing of official form.

## ADVT 4620 Senior Overview (3-6)

Seniors demonstrate their proficiency in advertising and marketing communications in this course. Students assume responsibility for the production of a project under the direction of a faculty member. Projects may include a plan, campaign, or a thesis.

**Prerequisites:** Senior standing, acceptance into the major through portfolio review, filing of official form, and permission of the instructor.

## ADVT 4700 Professional Development in Advertising and Marketing Communications (3)

Students prepare for careers in the field of advertising and marketing communications by developing their personal portfolios, attending professional organizations' meetings, fine-tuning interviewing skills, and preparing their résumés. **Prerequisites:** Advertising and marketing communications major and senior standing.

## ADVT 4910 Advertising Campaign Production (3-6)

This course serves as the culmination of the advertising and marketing communications curriculum. Advertising theories, principles, and techniques presented in the classroom are tested and refined in a "real-world" environment. Students serve as members of an advertising team, assuming the following roles: advertising agency account executive, media planner, copywriter, art director, producer, or videographer. The team undertakes an actual product/service case history assignment: analyzing the communications problem, developing a strategy, and creating and producing an integrated marketing communications campaign. Students must apply for admission to the class and the role of their choice. May be repeated once for credit (up to a total of 6 hours). **Prerequisite:** Permission of the instructor. Students should see their instructor before registering to determine the number of credit hours and what procedure to follow in registering for this course.