

# Course Catalog - Fall 2004

## Advertising

199 **Undergraduate Seminar** Credit: 1 to 5 hours.

(ADV 199)

288 **Persuasive Writing** Credit: 3 hours.

(ADV 288) Same as BTW 271. See BTW 271.

300 **Introduction to Advertising** Credit: 3 hours.

(ADV 281) Introduction to the practice and profession of advertising. Course material covers various functional areas of advertising and integrated brand promotion, including account planning, creative, media, research, consumer behavior, sales promotion and interactive advertising. Topics also include how advertising relates to society in cultural, social, ethical and regulatory contexts. Open to all undergraduate majors.

400 **Special Problems** Credit: 2 or 3 hours.

(ADV 291) Special projects, research, and independent reading in advertising for students capable of individual work under the guidance of a faculty adviser. 2 or 3 undergraduate hours. No graduate credit. Prerequisite: Written research proposal and consent of head of department.

410 **Consumer Comm and the Public** Credit: 3 hours.

(ADV 310) Addresses the interface between marketing activity and various public institutions and actions: government agencies, consumer groups, boycotts, litigation. 3 undergraduate hours. No graduate credit.

411 **Classic Campaigns** Credit: 3 hours.

(ADV 311) Examines the advertising campaigns that have been seen as the best examples of this genre during the past century. Includes the writings of famous advertising authors on the rhetorical principles of advertising. 3 undergraduate hours. No graduate credit.

412 **Advertising History** Credit: 3 hours.

(ADV 312) Teaches the important events, forces, people, and technologies that helped advertising to become an important institution in America. Prerequisite: ADV 300. 3 undergraduate hours. No graduate credit.

450 **Creative Strategy and Tactics** Credit: 3 hours.

(ADV 382) Theory and practice of advertising message planning and creation for print and broadcast media; development of creative platforms and competitive benefit strategies. Prerequisite: ADV 300.

452 **Creative Concepts I** Credit: 3 or 4 hours.

(ADV 390) Planning and execution of advertising across media, with emphasis on the creation of campaigns 3 undergraduate hours. 4 graduate hours. Prerequisite: ADV 450 and consent of instructor (required).

481 **Advertising Research Methods** Credit: 3 hours.

(ADV 381) Overview of basic concepts of research methodology with particular emphasis on advertising research. Computer analysis and interpretation of actual data sets; measurement with both structured and unstructured techniques; principles of survey and experimental design. Prerequisite: ADV 300; and a specified course in statistical methods. 3 undergraduate hours. No graduate credit.

483 **Audience Analysis** Credit: 3 hours.

(ADV 383) Analyzes the markets served by various advertising media and factors to consider in the selection and evaluation of media. Prerequisite: ADV 481. 3 undergraduate hours. No graduate credit.

491 **Advertising Management Plan.** Credit: 3 hours.

(ADV 391) Application of analytical planning concepts to advertising planning and decision making; covers all of the decision making areas of advertising. Prerequisite: ADV 300. 3 undergraduate hours. No graduate credit.

493 **Social and Cult Context of Adv** Credit: 3 hours.

(ADV 393) Studies advertising as a cultural force and social institution and its role in communications, society, and economics. Prerequisite: ADV 300. 3 undergraduate hours. No graduate credit.

494 **Persuasion Consumer Response** Credit: 3 hours.

(ADV 394) Addresses what makes a mass-mediated message persuasive by reviewing theories of mass communication and persuasion, consumer information-processing, and advertising effectiveness measures. Prerequisite: ADV 481. 3 undergraduate hours. No graduate credit.

550 **Foundations of Advertising** Credit: 4 hours.

(ADV 450) Evaluation of key periods, events, and individuals having significant impact on the evolution of American advertising philosophy, structure, and performance. Prerequisite: Consent of instructor.

582 **Res Meth in Adv and Comm** Credit: 4 hours.

(ADV 482) Treatment of basic research concepts and procedures in the social sciences with emphasis on advertising and communications; examines both non-quantitative and quantitative methods. Same as COMM 582. Prerequisite: ADV 481, a basic course in statistical methods, and consent of department.

**583 Advertising in Communication** Credit: 4 hours.

(ADV 483) Advertising messages from the perspective of attitude and persuasive communication theories. Application of theory to advertising communication issues. Prerequisite: ADV 481, or equivalent undergraduate research course.

**584 Advertising Consumer Behavior** Credit: 4 hours.

(ADV 484) Examines consumer behavior as a means of shaping the communications message; use of the behavioral sciences in communication strategy. Prerequisite: Consent of instructor

**585 Adv Plan and Decision Making** Credit: 4 hours.

(ADV 485) Examines the theoretical foundations of decision theory as they relate to planning and decision making in advertising; reviews concepts of strategic planning and client side operations; case studies utilized extensively. Same as COMM 585. Prerequisite: Consent of instructor

**587 Graduate Seminar** Credit: 2 hours.

(ADV 487) Provides advertising students and faculty the opportunity to interact on current topics. Must be repeated by master's program graduate students for a total of 4 hours. Prerequisite: Consent of instructor.

**590 Special Topics in Advertising** Credit: 2 or 4 hours.

(ADV 490) May be repeated. Prerequisite: Consent of department

**599 Thesis Research** Credit: 4 or 8 hours.

(ADV 499) Approved for S/U grading only. Prerequisite: Graduate standing in advertising