

Course Catalog - Fall 2006

Advertising

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

May be repeated up to 12 hours in separate semesters, if topics vary.

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

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.

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. May be repeated in the same or in multiple semesters, if topics vary. No graduate credit. Prerequisite: Written research proposal and consent of head of department.

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

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.

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.

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.

Explores theories of creativity; situates creativity and creative practices within the social structure of an advertising agency; examines the role of creative strategy in the development of advertising; exposes students to the practice of creating advertisements. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 300.

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

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.

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.

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.

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.

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.

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.

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.

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

583 *Advertising in Communication* Credit: 4 hours.

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.

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.

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. Prerequisite: Consent of instructor

587 *Graduate Seminar* Credit: 2 hours.

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.

May be repeated in the same or in multiple semesters, if topics vary. Prerequisite: Consent of department

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

Approved for S/U grading only. Prerequisite: Graduate standing in advertising