

# Course Schedule - Fall 2004

## Advertising

**288 *Persuasive Writing*** Credit: 3 hours.  
(ADV 288) Same as BTW 271. See BTW 271.

CRN	Type	Section	Time	Days	Location	Instructor
38015	lecture-discussion	B	09:00 AM - 09:50 AM	MWF	room 1 Illini Hall	Frazee, J
38016	lecture-discussion	C	10:00 AM - 10:50 AM	MWF	room 1 Illini Hall	Frazee, J
38017	lecture-discussion	M	09:30 AM - 10:45 AM	TR	room 3 Gregory Hall	Havlin, N
38018	lecture-discussion	Q	11:00 AM - 12:15 PM	TR	room 321 Gregory Hall	Havlin, N

**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.

CRN	Type	Section	Time	Days	Location	Instructor
29745	lecture-discussion	A	02:30 PM - 03:50 PM	TR	room THEAT Lincoln Hall	Hall, S

**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.

CRN	Type	Section	Time	Days	Location	Instructor
10112	independent study		ARRANGED			
10112: Instructor Approval Required						
39361	lecture-discussion	A	01:00 PM - 02:50 PM	W	room 311 Gregory Hall	Teets, D
	lecture-discussion	A	01:00 PM - 02:50 PM	F	room 101 Armory	Teets, D

: 3 hours Topic: Representations of Advertising in the American Cinema. Open to advertising majors only.

29747	lecture-discussion	B	03:00 PM - 04:20 PM	TR	room 1 Gregory Hall	Yoon, S
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29747: 3 hours Topic: International Advertising. Open to Advertising Majors only.

42737	lecture-discussion	C	07:00 PM - 09:50 PM	MW	room 113 Davenport Hall	Hall, S
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42737: 3 hours Meets 18-Oct-04 - 10-Dec-04.

**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.

CRN	Type	Section	Time	Days	Location	Instructor
29754	lecture-discussion	A	09:00 AM - 09:50 AM	MWF	room 106 Lincoln Hall	Stole, I

**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.

CRN	Type	Section	Time	Days	Location	Instructor
31186	lecture-discussion	B	12:30 PM - 01:50 PM	TR	room 213 Gregory Hall	O'Guinn, T

**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.

Advertising majors will be given first priority. 3 undergraduate hours. No graduate credit. Students must register for one lab and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
31188	laboratory	A	10:00 AM - 11:50 AM	F	room 31 Gregory Hall	Kauling, L
31190	laboratory	AB2	11:00 AM - 12:50 PM	T	room 31 Gregory Hall	Dye, W
31193	laboratory	AB3	01:00 PM - 02:50 PM	F	room 31 Gregory Hall	Kauling, L
31194	laboratory	AB4	09:00 AM - 10:50 AM	R	room 31 Gregory Hall	Levine, J

31196	laboratory	AB5	11:00 AM - 12:50 PM	R	room 31 Gregory Hall	Dye, W
31198	lecture	AL1	11:00 AM - 11:50 AM	MW	room 213 Gregory Hall	Sheldon, P

**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).

Admission based on successful completion of special project.

CRN	Type	Section	Time	Days	Location	Instructor
29764	lecture-discussion	A	01:00 PM - 02:50 PM	MW	room 315 Gregory Hall	Sheldon, P
29764: Instructor Approval Required						
29764: Project description available in Advertising Office (103 Gregory Hall) on March 29, 2004. Must be completed by noon on April 19, 2004.						

**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.

Students must register for one discussion and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
36403	discussion-recitation	AD1	05:00 PM - 05:50 PM	M	room 14A Gregory Hall	Vargas, P
36408	discussion-recitation	AD4	05:00 PM - 05:50 PM	W	room 14A Gregory Hall	Vargas, P
36411	discussion-recitation	AD5	06:00 PM - 06:50 PM	W	room 14A Gregory Hall	Vargas, P
36414	discussion-recitation	AD6	05:00 PM - 05:50 PM	T	room 14A Gregory Hall	Vargas, P
36416	discussion-recitation	AD7	04:00 PM - 04:50 PM	T	room 14A Gregory Hall	Vargas, P
36401	lecture	AL1	03:45 PM - 04:50 PM	MW	room 112 Gregory Hall	Vargas, P

**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.

CRN	Type	Section	Time	Days	Location	Instructor
29757	lecture-discussion	A	05:00 PM - 06:20 PM	MW	room 386 Armory	Swicegood, C

**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.

CRN	Type	Section	Time	Days	Location	Instructor
41798	lecture-discussion	A	02:00 PM - 04:50 PM	T	room 242 Bevier Hall	Gehrke, S
41798: Instructor Approval Required						

**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.

CRN	Type	Section	Time	Days	Location	Instructor
29766	lecture-discussion	A	10:00 AM - 11:20 AM	TR	room 162 Education Bldg	Glennon, I

**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.

CRN	Type	Section	Time	Days	Location	Instructor
29768	lecture-discussion	A	01:00 PM - 02:50 PM	W	room 215 Gregory Hall	Scott, L

**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.

CRN	Type	Section	Time	Days	Location	Instructor
39362	lecture-discussion	T	10:00 AM - 11:50 AM	T	room 336 Gregory Hall	Cook, D

**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.

CRN	Type	Section	Time	Days	Location	Instructor
29771	lecture-discussion	A	03:00 PM - 04:50 PM	W	room 123 Gregory Hall	Scott, L

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

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

CRN	Type	Section	Time	Days	Location	Instructor
10116	independent study		ARRANGED			
10116: Instructor Approval Required						
42739	lecture-discussion	C	07:00 PM - 09:50 PM	MW	room 113 Davenport Hall	Hall, S
42739: 4 hoursMeets 18-Oct-04 - 10-Dec-04.						
42735	independent study	DBT	ARRANGED			Teets, D
42735: 4 hours						
42628	independent study	SJH	ARRANGED			Helle, S
42628: 4 hoursInstructor Approval Required						

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

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

CRN	Type	Section	Time	Days	Location	Instructor
10120	independent study		ARRANGED			
10120: Instructor Approval Required						