

Course Schedule - Fall 2005

Advertising

199 **Undergraduate Seminar** Credit: 1 to 5 hours.
(ADV 199)

CRN	Type	Section	Time	Days	Location	Instructor
45303	lecture-discussion	S	10:00 AM - 11:20 AM	TR	room 7 Weston Hall	Hall, S
45303: 3 hours This course will cover a variety of topics designed to help students learn more about the communication industry, with an emphasis on the organizations, people and practices that make things happen in advertising, public relations, journalism and media. First Year Discovery Program Course. Registration restricted to freshmen in the Weston Exploration program.						

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 110 Lincoln Hall	Mendoza, V
38016	lecture-discussion	C	10:00 AM - 10:50 AM	MWF	room 110 Lincoln Hall	Mendoza, V
38017	lecture-discussion	M	09:30 AM - 10:45 AM	TR	room 1 Illini Hall	Olson, K
38018	lecture-discussion	P	11:00 AM - 12:15 PM	TR	room 1 Illini Hall	Mendoza, V

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
29745: The section above is available to non-majors. College of Communications majors and premajors should register for Section X instead.						
45375	lecture-discussion	X	02:30 PM - 03:50 PM	TR	room THEAT Lincoln Hall	Hall, S

45375: 3 hours The section above is limited to College of Communications majors and premajors and Agricultural Communications 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. May be repeated. 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						

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	12:30 PM - 01:50 PM	MW	room 319 Gregory Hall	Stole, I

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.

CRN	Type	Section	Time	Days	Location	Instructor
43238	discussion-recitation	AD1	09:00 AM - 09:50 AM	F	room 336 Gregory Hall	
43239	discussion-recitation	AD2	10:00 AM - 10:50 AM	F	room 336 Gregory Hall	
43278	discussion-recitation	AD3	11:00 AM - 11:50 AM	F	room 336 Gregory Hall	
43281	discussion-recitation	AD4	12:00 PM - 12:50 PM	F	room 336 Gregory Hall	
43230	lecture	AL1	01:30 PM - 02:20 PM	TR	room 213 Gregory Hall	Scott, L
43230: Students must register for one discussion and one lecture section.						

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 192 Lincoln 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	AB1	10:00 AM - 11:50 AM	F	room 31 Gregory Hall	Baker, J
31190	laboratory	AB2	11:00 AM - 12:50 PM	T	room 31 Gregory Hall	Smith, B
31193	laboratory	AB3	01:00 PM - 02:50 PM	F	room 31 Gregory Hall	Baker, J
31194	laboratory	AB4	09:00 AM - 10:50 AM	R	room 31 Gregory Hall	Dye, W
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 331 Gregory Hall	Sheldon, P
29764: Instructor Approval Required						
29764: Materials for project will be available in 103 Gregory Hall on Monday, March 28, 2005. Project will be due on Wednesday, April 20, 2005 at 4 p.m.						

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; Shapiro, E
36408	discussion-recitation	AD4	05:00 PM - 05:50 PM	W	room 14A Gregory Hall	Vargas, P; Nariswari, A
36411	discussion-recitation	AD5	06:00 PM - 06:50 PM	W	room 14A Gregory Hall	Vargas, P; Nariswari, A
36414	discussion-recitation	AD6	05:00 PM - 05:50 PM	T	room 14A Gregory Hall	Vargas, P; Shapiro, E
36416	discussion-recitation	AD7	04:00 PM - 04:50 PM	T	room 14A Gregory Hall	Vargas, P; Shapiro, E
36401	lecture	AL1	03:45 PM - 04:50 PM	MW	room 192 Lincoln 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	11:00 AM - 12:20 PM	MW	room 112 Speech and Hearing Clinic	Sloane, R

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 106B8 Engineering Hall	Browning, W
41798: 3 hours						

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 110 Speech and Hearing Clinic	Giardina, M
29766: 3 hours						

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 123 Gregory Hall	Chambers, J

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

CRN	Type	Section	Time	Days	Location	Instructor
45329	lecture-discussion	A	11:00 AM - 12:50 PM	W	room 123 Gregory Hall	O'Guinn, T

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	02:00 PM - 03:50 PM	T	room 336 Gregory Hall	Vargas, P
29771: 2 hours						

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
45347	lecture-discussion	J	01:00 PM - 02:50 PM	M	room 123 Gregory Hall	Chambers, J
45347: 4 hours Topic: Advertising in a Diverse Society.						

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						