

Course Schedule - Spring 2006

Advertising

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.

Advertising majors will be given first priority. Students must register for one lab and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
30727	laboratory	AB1	11:00 AM - 12:50 PM	T	room 31 Gregory Hall	Baker, J
30732	laboratory	AB2	11:00 AM - 12:50 PM	R	room 31 Gregory Hall	Baker, J
30734	laboratory	AB3	01:00 PM - 02:50 PM	F	room 31 Gregory Hall	Smith, B
30735	laboratory	AB4	09:00 AM - 10:50 AM	F	room 31 Gregory Hall	Smith, B
30737	lecture	AL1	10:00 AM - 10:50 AM	MW	room 192 Lincoln Hall	Sheldon, P