

Course Schedule - Fall 2007

Advertising

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

May be repeated to a maximum of 12 hours in separate semesters, if topics vary.

CRN	Type	Section	Time	Days	Location	Instructor
47622	lecture-discussion	B	06:00 PM - 08:20 PM	T	room 123 Gregory Hall	Berry, W
47622: Discovery course.						
47622: 3 hoursBuy-ology: Selling Nike, Elvis, McDonald's, Hip-Hop, and Pizza Hut in a Global Marketplace, 3 hours. This course explores the historical context of globalization during the 20th century and beyond through the study of advertising strategies and campaigns conducted by U.S. corporations to grow market share in the international arena. First Year Discovery Program Course. Registration restricted to freshmen. Students should enroll in only one Discovery course.						
49576	lecture-discussion	D	01:30 PM - 04:20 PM	T	room 137 Armory	Mincyte, D
49576: Discovery course.						
49576: 3 hoursSustainable Consumption, 3 hours. This course examines environmentally conscious and health oriented consumption from a global perspective. Students will learn about the motivations and philosophies behind fast growing organic food and health product markets and environmental communications. First Year Discovery Program Course. Registration restricted to freshmen. Students should enroll in only one Discovery course.						
45303	lecture-discussion	S	05:00 PM - 07:50 PM	T	room 7 Weston Hall	Hall, S
45303: Discovery course.						
45303: 3 hoursThe Communications Industry: Places, Practices and the Pillsbury Doughboy, 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.						

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.

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: This section is for non-majors only. College of Communications majors and pre-majors and Agricultural Communications majors should register for Section X (CRN 45375)

45375	lecture-discussion	X	02:30 PM - 03:50 PM	TR	room THEAT Lincoln Hall	Hall, S
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45375: 3 hoursThe section above is limited to College of Communications majors and premajors and Agricultural Communications majors only. All other students should register for Section A (CRN 29745)

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

CRN	Type	Section	Time	Days	Location	Instructor
10112	independent study		ARRANGED			

10112: Instructor Approval Required

50465	lecture	D	ARRANGED			Berry, W
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50465: 3 hoursInstructor Approval RequiredTopic: Advertising Across Borders - Consumerism in Neo-Emerging Markets. Students will engage in critical study of the variety of distinctive cultural factors that impact global advertising and public relations. For example: How are products such as toothpaste, cereal, cosmetics, automobiles or cell phones advertised in other countries, compared to the way those same items are promoted in the United States? What can advertising tell us about class, racial and gender divisions within a country? How is America's "good life" (e.g., Disney World, Bud Light, Beverly Hills, South Beach, designer running shoes, t-shirts and jeans, text-messages, etc.) advertised to international consumers? The course will look beyond the BRIC countries (Brazil, Russia, India, China) and explore consumerism in other emerging markets. In addition, the class will travel (December 26, 2007-January 11, 2008) to three major cities within the Dominican Republic and meet with professionals in advertising and public relations. Students will explore Dominican culture through visits to museums, street markets, beachside art exhibitions, and tours of historic sites of the Colonial Zone in Santo Domingo, which was founded in 1496. A professor in advertising will travel with the class as well as teach the course.Meets 15-Oct-07 - 11-Jan-08.

50467	lecture	E	ARRANGED			Hall, S
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50467: 3 hoursInstructor Approval RequiredTitle: Advertising, Culture and Communication Contexts in Europe. This course will allow students to study consumer culture in Europe. Students will explore the relationships that exist between consumers, advertising, culture and the communications industry in Europe with an emphasis on the cities of London and Paris. To increase their knowledge and understanding of how consumer culture abroad differs from American contexts, students will participate in industry immersion activities with organizations, people and practices associated with advertising, public relations, integrated marketing communications and media. The course will include cultural immersion activities, interactive sessions with communications professionals/organizations and applied learning projects to enhance their overall learning experience. The majority of travel (December 26, 2007-January 11, 2008) will occur in London, with a three day trip to Paris.Meets 15-Oct-07 - 11-Jan-08.

49679	lecture-discussion	K	05:00 PM - 07:50 PM	W	room 145 Armory	Mincyte, D
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49679: 3 hoursThis course is open only to Advertising majors and Agricultural Communications majors. Topic: Fit, Fat and Fashion: Body Image in Advertising and Consumer Culture. This course examines body images in advertising and consumer culture. Students will learn about cultural, political and economic factors shaping representations of human bodies in the media. This course will increase students' sophistication in understanding

the issues of representing race, gender, age, health and social status. This course will also cover public health effects of poor body image and its role in contemporary nutrition marketing.

49762	lecture-discussion	L	05:00 PM - 07:50 PM	T	room 145 Armory	Stein, M
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49762: 3 hours This course open only Advertising majors, and Agricultural Communications majors. TOPIC: PR and Promotions. This course addresses public relations strategy and practice, promotions, publicity campaigns, and media writing.

50848	conference	NSA	ARRANGED			Hall, S
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50848: 3 hours Instructor Approval Required Note: SUBARU campaign This is an advertising/integrated communication campaign course. Instructor permission is required.

49682	lecture-discussion	V	06:00 PM - 08:50 PM	M	room 242 Bevier Hall	Nelson, M
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49682: 3 hours This section is open only to College of Communications majors and premajors and Agricultural Communications majors. Topic: Contemporary Issues in Global Advertising and Consumer Behavior Meets with ADV 590-V (CRN 49683) Students must have completed ADV 300. This course introduces students to the understanding of culture from anthropological and psychological perspectives with a focus on subjective perceptions and shared understandings (values, attitudes, lifestyles, rituals). Students then discover and apply the consequences of cultural similarities and differences to the understanding of advertising and consumer behavior. A variety of communication problems are presented through case studies, with emphasis on effectiveness and ethics, in a range of international contexts. Students also gain an understanding of globalization issues, and the political, economic, and regulatory framework within which global advertising professionals must operate.

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.

CRN	Type	Section	Time	Days	Location	Instructor
29754	lecture-discussion	A	12:30 PM - 01:50 PM	TR	room 192 Lincoln Hall	Kulemeka, O

29754: Note: This section open to Advertising majors and Agricultural Communications majors only.

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.

CRN	Type	Section	Time	Days	Location	Instructor
49188	lecture-discussion	A	11:00 AM - 12:20 PM	TR	room 333 Armory	Sredl, K

49188: Note: This section open to Advertising majors, Communications General majors and Agricultural Communications majors only.

47974	lecture	B	11:00 AM - 12:20 PM	TR	room 161 Noyes Laboratory	Coleman, C
47974: Note: This section open to Advertising majors, Communications General majors and Agricultural Communications majors only.						

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

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

CRN	Type	Section	Time	Days	Location	Instructor
31186	lecture-discussion	B	12:30 PM - 01:50 PM	MW	room 192 Lincoln Hall	Chambers, J
31186: Note: This course open only to College of Communications majors and premajors and Agricultural Communications majors.						

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
31188	laboratory	AB1	10:00 AM - 11:50 AM	F	room 31 Gregory Hall	Sheldon, P; Olmstead, G
31190	laboratory	AB2	11:00 AM - 12:50 PM	T	room 31 Gregory Hall	Sheldon, P; Ali, A
31193	laboratory	AB3	01:00 PM - 02:50 PM	F	room 31 Gregory Hall	Sheldon, P; Olmstead, G
31194	laboratory	AB4	09:00 AM - 10:50 AM	R	room 31 Gregory Hall	Sheldon, P; Mitchell, A
31196	laboratory	AB5	11:00 AM - 12:50 PM	R	room 31 Gregory Hall	Sheldon, P; Mitchell, A
31198	lecture	AL1	11:00 AM - 11:50 AM	MW	room 192 Lincoln Hall	Sheldon, P
31198: Note: This course open to Advertising majors and Agricultural Communications majors only.						

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).

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 217 Gregory Hall	Sheldon, P
29764: Instructor Approval Required						
29764: Materials for project will be available in 103 Gregory Hall on Monday, March 26, 2007. Project is due before noon on Wednesday, April 18, 2007.						

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. Course information: 3 undergraduate hours. No graduate credit. Prerequisite: ADV 300 and a specified course in statistical methods.

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 3 Gregory Hall	Vargas, P; Oh, S
36408	discussion-recitation	AD4	05:00 PM - 05:50 PM	W	room 3 Gregory Hall	Vargas, P; Gerhardstein, J
36411	discussion-recitation	AD5	06:00 PM - 06:50 PM	W	room 3 Gregory Hall	Vargas, P; Gerhardstein, J
36414	discussion-recitation	AD6	05:00 PM - 05:50 PM	T	room 3 Gregory Hall	Vargas, P; Oh, S
36416	discussion-recitation	AD7	04:00 PM - 04:50 PM	T	room 3 Gregory Hall	Vargas, P; Oh, S
36401	lecture	AL1	03:30 PM - 04:50 PM	MW	room 192 Lincoln Hall	Vargas, P
36401: Note: This course open to Advertising majors and Agricultural Communications majors only.						

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. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 481.

CRN	Type	Section	Time	Days	Location	Instructor
29757	lecture-discussion	A	11:00 AM - 12:20 PM	MW	room 333 Armory	Nelson, M
29757: Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it						

may be difficult for you to find an alternative.

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 450, ADV 483. 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 331 Armory	Oswald, L

41798: 3 hours Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.

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. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 300.

CRN	Type	Section	Time	Days	Location	Instructor
29765	lecture-discussion	M	02:30 PM - 03:50 PM	TR	room 192 Lincoln Hall	Moreira, C

29765: Note: This course open only to College of Communications majors and premajors and Agricultural Communications majors.

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. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 481.

CRN	Type	Section	Time	Days	Location	Instructor
29766	lecture-discussion	A	09:30 AM - 10:50 AM	TR	room 328 Armory	Glennon, I

29766: 3 hours Note: This course open only to College of Communications majors and premajors and Agricultural Communications majors. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.

495 **Internship Seminar** credit: 0 to 1 hours.

Seminar based on internship experience. Offered for College of Communications students who complete an approved professional, industry related internship. Approved for S/U grading only. May be repeated in the same

term to a maximum of 2 undergraduate hours or 2 graduate hours. May be repeated in subsequent terms to a maximum of 3 undergraduate hours or 3 graduate hours. Prerequisite: Consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
50823	conference	1	ARRANGED			Hall, S
50823: Instructor Approval Required						
50823: Please contact the Advertising internship coordinator in room 103 Gregory Hall for more information.						

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 department.

CRN	Type	Section	Time	Days	Location	Instructor
29768	lecture-discussion	A	02:30 PM - 04:20 PM	W	room 388 Lincoln Hall	Chambers, J
29768: Note: This course is open only to graduate students in the Advertising major.						

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.

CRN	Type	Section	Time	Days	Location	Instructor
46662	lecture	D	10:00 AM - 11:50 AM	W	room 331 Armory	Moreira, C
46662: Note: This course is open only to graduate students in the Advertising major.						

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 department.

CRN	Type	Section	Time	Days	Location	Instructor
50321	lecture-discussion	A	10:00 AM - 11:50 AM	M	room 137 Armory	Oswald, L

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 department.

CRN	Type	Section	Time	Days	Location	Instructor
45329	lecture-discussion	A	02:00 PM - 03:50 PM	M	room 1304 Siebel Center for Comp Sci	Oswald, L
45329: Note: This course is open only to graduate students in the Advertising major.						

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 department.

CRN	Type	Section	Time	Days	Location	Instructor
29771	lecture-discussion	A	04:00 PM - 05:50 PM	M	room 123 Gregory Hall	Mincyte, D
29771: 2 hoursNote: This course is open only to graduate students in the Advertising major. Topic: Globalization and Consumer Culture. The purpose of this course is to familiarize students with the key theories of globalization and their application to studying consumer culture. Students will learn to examine advertising messages from an international perspective and will increase their sophistication in studying different cultural, social and political aspects of consumer culture.						

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.

CRN	Type	Section	Time	Days	Location	Instructor
50466	lecture	D	ARRANGED			Berry, W
50466: 4 hoursInstructor Approval RequiredTopic: Advertising Across Borders - Consumerism in Neo-Emerging Markets. Students will engage in critical study of the variety of distinctive cultural factors that impact global advertising and public relations. For example: How are products such as toothpaste, cereal, cosmetics, automobiles or cell phones advertised in other countries, compared to the way those same items are promoted in the United States? What can advertising tell us about class, racial and gender divisions within a country? How is America?s ?good life? (e.g., Disney World, Bud Light, Beverly Hills, South Beach, designer running shoes, t-shirts and jeans, text-messages, etc.) advertised to international consumers? The course will look beyond the BRIC countries (Brazil, Russia, India, China) and explore consumerism in other emerging markets. In addition, the class will travel (December 26, 2007-January 11, 2008) to three major cities within the Dominican Republic and meet with professionals in advertising and public relations. Students will explore Dominican culture through visits to museums, street markets, beachside art exhibitions, and tours of historic sites of the Colonial Zone in Santo Domingo, which was founded in 1496. A professor in advertising will travel with the class as well as teach the course.Meets 15-Oct-07 - 07-Dec-07.						
50468	lecture	E	ARRANGED			Hall, S

50468: 4 hours Instructor Approval Required Title: Advertising, Culture and Communication Contexts in Europe. This course will allow students to study consumer culture in Europe. Students will explore the relationships that exist between consumers, advertising, culture and the communications industry in Europe with an emphasis on the cities of London and Paris. To increase their knowledge and understanding of how consumer culture abroad differs from American contexts, students will participate in industry immersion activities with organizations, people and practices associated with advertising, public relations, integrated marketing communications and media. The course will include cultural immersion activities, interactive sessions with communications professionals/organizations and applied learning projects to enhance their overall learning experience. The majority of travel (December 26, 2007-January 11, 2008) will occur in London, with a three day trip to Paris. Meets 15-Oct-07 - 07-Dec-07.

50869	conference	NSA	ARRANGED			Hall, S
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50869: 4 hours Instructor Approval Required Note: SUBARU campaign This is an advertising/integrated communication campaign course. Instructor permission is required.

49683	lecture-discussion	V	06:00 PM - 08:50 PM	M	room 242 Bevier Hall	Nelson, M
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49683: 4 hours This section is for grad students in Advertising only. Topic: Contemporary Issues in Global Advertising and Consumer Behavior. Meets with ADV 400-V (CRN 49682). This course introduces students to the understanding of culture from anthropological and psychological perspectives with a focus on subjective perceptions and shared understandings (values, attitudes, lifestyles, rituals). Students then discover and apply the consequences of cultural similarities and differences to the understanding of advertising and consumer behavior. A variety of communication problems are presented through case studies, with emphasis on effectiveness and ethics, in a range of international contexts. Students also gain an understanding of globalization issues, and the political, economic, and regulatory framework within which global advertising professionals must operate.

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