

# ADV: Advertising Courses

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## Courses

### ADV 3101 Creative Strategy & Tactics I

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: (ADV 3000 OR COM 3003) AND (ADV 3216)

Covers the strategy, conceptualization, and execution of effective advertising. Professional advertising writing and art direction for both print, broadcast and digital media will be addressed. Familiarity with desktop publishing, especially Adobe Creative Suite is required.

### ADV 3213 Advertising Graphics II

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ADV 3216

Addresses professional publication design theory and practice. Subjects include magazine, newsletter, collateral, and brochure design. Design topics include: typography, grids, graphics, paper, color, and identity. Commercial and desktop publishing are incorporated from a designer's viewpoint. Familiarity with desktop publishing, especially Adobe Creative Suite and Macintosh platform is required. Credit may not be received in both ADV 3213 and ADV 3213C.

### ADV 3216 Advertising Graphics I

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Provides an introduction to the use of computers in the communication professions. Students will get "hands-on" experience using selected Adobe Creative Suite applications (Photoshop, Illustrator, and InDesign) for advertising and publication design on a Mac platform. Some basic design principles will be introduced along with the use of software. Acceptable prerequisite for advanced computer-based Communication courses.

### ADV 3300 Advertising Media Strategy & Planning

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: ADV 3000 OR COM 3003

Analysis and evaluation of advertising media, market analysis, media planning, media strategies, discussions, and costs. Credit may not be received in both ADV3300 and ADV 3300C.

### ADV 3905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

### ADV 4802 Advertising Campaigns

Col of Arts, Soc Sci and Human, Department of Communication

3 sh (may not be repeated for credit)

Prerequisite: (ADV 3101) AND (COM 4301\* OR MAR 4613\*)

This class focuses on the process and development of an advertising-based campaign. Students will be given a client and a case description on which the campaign will be based. Students work in teams with individual roles that resemble a real campaign team. Both secondary and primary research will be conducted, with the final presentation culminating the course.

### ADV 4905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

### ADV 6215 Emerging Topics in Advertising

Col of Arts, Soc Sci and Human, Department of Communication

1.5 sh (may be repeated for up to 3 sh of credit)

Covers advanced theories and practices in advertising, with a focus on visual communication and brand communication. Principles of graphic communication, theories of semiotics, the concept of branding, brand positioning, brand image, and brand personality will be introduced. Students will evaluate advertising images, brand image, and brand personality using theories and principles covered in the course. They will also develop visual promotional materials and brand-based communication strategies by implementing those theories and principles.

### ADV 6905 Directed Study

Col of Arts, Soc Sci and Human, Department of Communication

1-12 sh (may be repeated indefinitely for credit)

\* This course may be taken prior to or during the same term.