

ADV: Advertising Courses

Courses

ADV 3000 Introduction to Advertising

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

3 sh (may not be repeated for credit)

Advertising as an institution, strategy development, and creative execution in the advertising media. Provides a basic understanding of the advertising process, advertising's role in society, its procedures and practices.

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 4202 Creative Strategy and Tactics II

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

3 sh (may not be repeated for credit)

Prerequisite: ADV 3101

Advanced creative direction theory and execution. Course will build professional level portfolio. Students will learn how to find a job opening, create job search materials (including an advertising portfolio), acquire the skills needed to apply and interview for a job, and learn how to successfully negotiate getting hired. Students will also gain valuable experience learning to rely on themselves, and their own resourcefulness to succeed in class and life.

ADV 4801 National Student Advertising Competition

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

3 sh (may be repeated for up to 6 sh of credit)

Prerequisite: COM 4301 OR MAR 4613

Preparation for the American Advertising Federation National Student Advertising Competition (NSAC). Student agency prepares complete campaign, including: market research and segmentation, media and promotion plans, strategy, creation, and presentation. Professional standards stressed. Permission is required and students must become dues-paying members of UWF's American Advertising Federation (AAF) chapter as required by NSAC guidelines. Credit may be received in ADV 4801 for up to 6 sh.

ADV 4802 Integrated Communication-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*

The capstone experience for advertising and public relations majors. Prepare complete integrated communication campaign, including: research, strategy, design, copy, and presentation to client. Senior major or minor status in advertising or public relations required.

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.