ADV 3001 Advertising Strategy 3 Credits
Overview of the strategic planning process required to develop a successful strategic, persuasive communication plan such as an advertising, integrated marketing communications, or social marketing campaign. Case studies and projects teach the skills needed to address a variety of communications management issues and engage audiences in diverse marketplaces.
Prereq: ADV; minimum grades of C in MAR 3023 and ADV 3008

ADV 3008 Principles of Advertising 3 Credits
Overview of the concepts, strategies, and tactics of modern advertising. Explores the role of advertising in society, culture, and economics, as well as the industry and its key organizations. Introduces specific practices used to develop, place, and evaluate both traditional and digital ads.
Prereq: sophomore standing

ADV 3403 Branding 3 Credits
Principles of branding and brand strategy; learn to think creatively and critically about strategies and tactics applied to build and manage brands with insight into diverse audiences.

ADV 3500 Digital Insights 3 Credits
Acquiring, evaluating, and analyzing information for advertising decisions. Emphasizes understanding the scientific method, developing explicit and measurable research objectives, selecting appropriate methodologies, and analyzing data.
Prereq: ADV; STA 2023; minimum grades of C in ADV 3008 and MAR 3023

ADV 3502 Advertising Sales 3 Credits
Principles of selling media time and space to advertisers. An overview of sales opportunities and challenges in the various advertising media. How to prepare and deliver effective sales presentations.
Prereq: 3JM ADV; minimum grades of C or better in MMC 2100, MAR 3023 and ADV 3008

ADV 3920C Professional Workshop in Advertising 1-3 Credits
Short-term intensive workshops in selected areas of professional development, skills, and projects. Workshops taught by professionals and often occur over three-day weekend periods. Topics change from semester to semester, with a focus on industry skills and subjects learned best from within a professional context.

ADV 4101 Copywriting and Visualization 3 Credits
Application of creative strategy/concepts, copywriting and design to the creation of advertising for traditional and nontraditional media. To evaluate and present creative work, create ads for multicultural audiences.
Prereq: 3JM ADV; minimum grades of C or better in ENC 3254, ADV 3001 and VIC 3001
Coreq: ADV 3500

ADV 4102 Advanced Copywriting 3 Credits
Advanced course in the application of creative strategy for print and electronic media requiring preparation of advertisements. Emphasis placed on research, planning, development of creative concepts, writing and design.
Prereq: 4JM ADV; minimum grade of B in ADV 4101

ADV 4200 Advertising Graphics and Production 3 Credits
Designed to acquaint students with print production techniques. Emphasis is placed on techniques related to the advertising business. Lectures review specific uses of design, typography and print production with lab sessions dedicated to practicing layout and production techniques.
Prereq: 3JM ADV; minimum grades of C in ADV 3008 and VIC 3001

ADV 4300 Media Planning 3 Credits
Provides an in-depth overview of the media planning process. Emphasizes the value of various media channels and evaluation methods to design innovative and integrated media strategies to reach and engage diverse audiences.
Prereq: 3JM ADV; minimum grades of C in ADV 3001 and ADV 3500

ADV 4302 Great Ideas in Marketplace Communications 3 Credits
Focuses on two aspects of strategic communications. First: creating, developing and producing advertising and promotional content for real live case studies. Second: evaluating topical issues and industry innovation in media content innovation.
Prereq: 3JM ADV

ADV 4400 International and Cross Cultural Advertising 3 Credits
Major concepts and issues in international and cross cultural advertising campaign planning including primary and secondary research to assess environmental situations, setting objectives, budgeting, media, creative, ethics and social responsibility.
Prereq: minimum grade of C in ADV 3008

ADV 4800 Advertising Campaigns 3 Credits
An advanced advertising course requiring the student to prepare and produce a complete general advertising campaign. Emphasis is placed on production methods, costs, research and media analysis.
Prereq: 4JM ADV; minimum grades of C or better in ADV 4101 and ADV 4300

ADV 4801 Creative Advertising Competitions 1-3 Credits
Create either a competitive creative campaign for a real-world client or participate in a creative advertising competition. hone creative skills and learn to prepare professional pitches or presentations.

ADV 4905 Individual Problems 1-3 Credits
The student and instructor will choose a problem or project which provides the student experience in his or her major field.
Prereq: 3JM ADV; at least 10 credits of 3000/4000-level advertising courses and department permission

ADV 4910 Advertising Undergraduate Research 3 Credits
Mentored but self-directed work enables individuals or small groups to explore an issue of interest to them and to communicate their results to others. Depending on the topic, projects may involve inquiry, design, investigation, scholarship, discovery, or application. (S-U)
Prereq: minimum grade of C in ADV 3500

ADV 4930 Special Study in Advertising 2-3 Credits
Variable advertising-related topics not covered in other advertising courses.
Prereq: 3JM ADV
**ADV 4931 Seminar: Ethics and Problems in Advertising**  
3 Credits  
Major concepts and issues in the effects of advertising on society, culture, and the economy with emphasis on ethical systems and ethical decision making.  
**Prereq:** 3JM ADV

**ADV 4940 Advertising Internship**  
1-4 Credits  
Complete an internship in advertising or related field with supervised on-the-job training. Requires 65 hours of work per credit, weekly progress reports, a summary report, and a supervisor’s evaluation.  
**Prereq:** 3JM ADV; 2

**ADV 4941 Advanced Advertising Internship**  
1-3 Credits  
A structured internship program that is approved by the department as an immersion experience related to the field of advertising. Requires 65 hours of work per credit hour and submission of electronic portfolio including a culminating project from the internship.  
**Prereq:** 4JM ADV; 2

**MMC 1009 Introduction to Media and Communications**  
1 Credit  
Introduces the tools, resources and academic and extra-curricular activities offered by the College of Journalism and Communications. Includes lessons on the history and organization of the college and academic and career preparation.  
**Prereq:** 1 JM or exploratory major, 2 JM, or 3 JM classification or instructor approval

**MMC 2100 Writing for Mass Communication**  
3 Credits  
A preprofessional course designed to provide fundamental instruction and practice in writing as a basis for upper-division courses in advertising, journalism and public relations. Stresses the basic similarities in writing for all mass media. (WR)  
**Prereq:** 6 credits of English and a JM designation WR6

**MMC 2121 Writing Fundamentals for Communicators**  
3 Credits  
One-third of the course is to ensure students have sufficient skill in grammar and punctuation to write with clarity. In two-thirds of the course, students put principles of good writing into practice with short writing assignments that have real-world applications.

**MMC 3030 Personal Branding for Communicators**  
1 Credit  
Professional development course that stresses how to communicate and connect as professionals. Emphasizes mastery of writing, speaking, presentation and employment-seeking skills, working with media, handling media interviews and using social media to establish a professional identity.  
**Prereq:** 3JM designation

**MMC 3203 Ethics and Problems in Mass Communications**  
3 Credits  
A cross-disciplinary introduction to ethics-relevant situations faced by media professionals. Topics include professional standards of conduct, audience representation and engagement and issues associated with the production, presentation and delivery of messages that reflect the best interests of audiences, clients and stakeholders.  
**Prereq:** 2JM designation and ADV 3008, JOU 1001, PUR 3000 or RTV 3001 with minimum grade of C

**MMC 3254 Media Entrepreneurship**  
1 Credit  
Introduces media entrepreneurship with a focus on how digital technologies are transforming industries. Students work in teams to develop new digital media businesses. Develop and pitch ideas, explore market analysis, develop business and financial plans and study social media strategies.  
**Prereq:** sophomore standing

**MMC 3420 Consumer and Audience Analytics**  
3 Credits  
Provides practical analytical skill-sets, benefiting those who plan careers in analytics/research, social media, media business, advertising/marketing and public relations.  
**Prereq:** Junior standing

**VIC 3001 Sight, Sound and Motion**  
4 Credits  
Visual literacy is a prerequisite for success in most areas of mass communication. Teaches fundamentals of design across print, web and multimedia platforms. Also emphasizes how visual forms convey messages to readers.  
**Prereq:** sophomore standing