ADVERTISING (ADV)

AD Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/ADV)

Courses

ADV 150 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. Credit is not given for ADV 150 if credit for ADV 300 has been earned.

ADV 199 Undergraduate Seminar credit: 1 TO 5 Hours.
May be repeated to a maximum of 12 hours in separate semesters, if topics vary.

ADV 281 Advertising Research Methods credit: 3 Hours.
Introduces students to the wide spectrum of qualitative and quantitative research techniques that are commonly used in the advertising industry. In addition to examining the principles, methods and techniques of advertising research, the course will address issues such as when research should and should not be conducted, analyzing data sets, forming meaningful research questions, figuring out how to answer the questions, and presenting the answers to these questions in a clear and compelling manner. Credit is not given for ADV 281 if credit for ADV 481 has been earned. Prerequisite: ADV 150, STAT 100 or equivalent.

ADV 283 Advertising and Brand Strategy credit: 3 Hours.
Designed to help students acquire brand decision-making skills. Advertising and marketing theories, practical problems and traditional cases will be studied as they learn to build and maintain strong brand strategy that will lead to a strong brand advertising strategy. This encompasses every facet of making advertising decisions for a brand. This involves understanding the content a consumer requires, how the consumer will come in contact with the brand, and what is the goal of the connection between consumer and content/contact. Prerequisite: ADV 150, ADV 281.

ADV 284 Consumer Insight credit: 3 Hours.
Course focuses on methods of eliciting consumer insight. In particular, this class introduces the process and applied outcomes of consumer insight in terms of building brand strategy. Techniques for persuasive presentation of insight will also be introduced. Prerequisite: ADV 281.

ADV 310 Intro to Public Relations credit: 3 Hours.
Introduces the student to the basic elements and principles of public relations.

ADV 311 Classic Campaigns credit: 3 Hours.
Analyzes the most recognized and successful direct mail, print, radio, television and digital advertising campaigns of the 20th and early 21st centuries. Includes particular attention to their strategy and development as well as their social, cultural, and economic impact.

ADV 312 Advertising History credit: 3 Hours.
In this course, you will develop a rich knowledge base of advertising and the advertising industry as it has evolved in the United States over the last two centuries. Included will be an analysis of the key events, forces, people and technology. Credit is not given for ADV 312 if credit for ADV 412 has been earned.

ADV 315 Emerging Media credit: 3 Hours.
Same as AGCM 315. See AGCM 315.

ADV 350 Writing for Public Relations credit: 3 Hours.
Focuses on the strategy of crafting and delivering PR messages to various audiences with special emphasis on pre-writing, preparation, revision and presentation. Prerequisite: ADV 310.

ADV 390 Content Creation credit: 3 Hours.
Explores theories of creativity; situates creativity and creative practices within the social structure of organizations that develop creative content; examines the relationship between creative strategy, creative concepts and creative executions; exposes students to the practice of creating content for traditional and non-traditional media vehicles. Credit is not given for ADV 390 if credit for ADV 450 has been earned. Prerequisite: ADV 284.

ADV 393 Advertising and Society credit: 3 Hours.
Provides a critical understanding of advertising's role in modern society. Advertising will be studied as a cultural force and social institution. Its role will be examined in relation to communications, economics, and political and legal systems. Credit is not given for ADV 393 if credit for ADV 493 has been earned.

ADV 399 Advertising Study Abroad credit: 1 to 5 Hours.
Provides credit toward undergraduate degree for undertaking study and/or a research project through faculty led programs or from an accredited foreign institution or approved overseas program. Approved for both letter and S/U grading. May be repeated in the same or separate terms to a maximum of 18 hours. Final determination of appropriate credit will be made upon completion of the work done abroad and/or on campus. Prerequisite: One academic year (or one semester in the case of transfer students) in residence at UIUC, good academic standing, completion of at least thirty semester hours toward the bachelor’s degree, and prior approval of the Department of Advertising. Some programs have additional requirements.

ADV 400 Special Problems credit: 0 to 3 Hours.
Special projects, research, and independent reading in advertising for students capable of individual work under the guidance of a faculty adviser. 0 to 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.

ADV 409 Media Entrepreneurship credit: 3 Hours.
Introduces students to the foundations of entrepreneurship and evolving business models for media. Students are introduced to the foundation and context of entrepreneurship. The course will cover the skills and practices necessary for new entrepreneurial ventures, as well as the processes of evaluating an idea, assessing the market, and implementing a new venture. Finally, students will examine business case studies for both successful and unsuccessful media start-ups. 3 undergraduate hours. No graduate credit. Prerequisite: Junior or senior standing in the College of Media.

ADV 410 Advanced Public Relations credit: 3 Hours.
Examines the intersection of public relations strategies and tactical communications used by companies and public institutions to target specific audiences: employees, the news media, the community, the consumer, governmental officials and agencies, stockholders and other relevant groups are included in this group. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 310.

ADV 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 390 and consent of instructor (required).
ADV 454 Creative Concepts II  credit: 3 Hours.
This portfolio-oriented course builds upon the core competencies acquired in ADV 452 and applies them to solving real-world advertising problems with integrated creative consumer communications efforts than span traditional and new media. 3 undergraduate hours. 3 graduate hours. Prerequisite: ADV 452.

ADV 460 Innovation in Advertising  credit: 3 Hours.
This course is intended to improve creative and critical thinking skill in advertising planning by understanding the core technology and perspective of digital and other innovative media in the context of integrated communication. This will allow students to understand how consumers perceive and process digital advertising messages; to research critical questions in digital consumer behavior; to learn how to utilize digital and non-digital media in the context of integrated communication; to apply knowledge of digital communication technology to the real-world advertising cases. 3 undergraduate hours. 3 graduate hours. Credit is not given for ADV 460 if credit for the Digital Advertising section of ADV 490 has been earned. Prerequisite: ADV 283, ADV 284.

ADV 461 Computational Advertising  credit: 3 Hours.
This class will survey the emerging landscape of computational advertising. It will provide students with a thorough understanding of the technologies including web-search, auctions, behavioral targeting, and mechanisms for viral marketing that underpin the display of advertisements on a variety of locations. These locations include web pages (banner ads), on prominent search engines (text ads), on social media platforms, as well as cell phones. The students shall also learn about new research areas in computational advertising including electronic billboards, moving objects (banners atop taxi cabs) and algorithmic synthesis of personalized advertisements. This class will also discuss issues related to consumer privacy. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 460, ADV 483. Junior or senior standing required.

ADV 475 Multicultural Advertising  credit: 3 Hours.
Examines the role of multicultural issues upon advertising both as a practice and as an industry. Incorporates historical perspectives to understand the foundational role race, age, and sexual orientation has played in advertising and marketing and will address current issues of racial imagery in advertising, racial diversity in the industry, and a variety of topics related involving multicultural advertising and marketing. 3 undergraduate hours. 3 graduate hours.

ADV 476 Global Advertising  credit: 3 Hours.
Explores theories of culture and communication and applies them to advertising issues in the context of globalization. Through case studies and an applied research paper, students will develop strategies for advertising and communicating messages to local and global audiences. 3 undergraduate hours. 3 graduate hours. Prerequisite: ADV 150 or equivalent.

This course satisfies the General Education Criteria for:
UIUC: Social Sciences
UIUC: Western Compartv Cult

ADV 478 Psychology of Advertising  credit: 3 Hours.
Course is designed to familiarize students with theory and research at the intersection of advertising and psychology. Explores issues pertaining to advertising psychology, including: basic research methodology, the emergence of trends, attitudes and persuasion, human and brand personality, cross-cultural advertising, implicit consumer cognition, judgment and decision making, and others. 3 undergraduate hours. No graduate credit. Credit is not given for ADV 478 if credit for the Psychology of Advertising section of ADV 490 has been earned. Prerequisite: ADV 281 or equivalent.

Information listed in this catalog is current as of 04/2016
ADV 495 Internship Seminar credit: 0 to 1 Hours.
Seminar based on internship experience. Offered for College of Media students who complete an approved professional, industry related internship. 1 undergraduate hour. 1 graduate hour. 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.

ADV 496 UG Research Project credit: 0 to 3 Hours.
Participate in departmental faculty research. Topics and nature of assistance vary. Capstone paper required. 0 to 3 undergraduate hours. No graduate credit. Approved for Letter and S/U grading. May be repeated up to 3 hours in the same term or 6 hours in separate terms. Prerequisite: Evidence of adequate preparation for such study; consent of faculty member supervising the work; and approval of the department head. Majors only. Not available to freshman.

ADV 497 Colloquium in Advertising credit: 1 Hour.
Current topics, cases, and research in advertising are presented in a forum that fosters critical thinking and engagement. Weekly presentation and discussion of current research and cases by faculty, undergraduate/graduate students, visiting scholars and visiting professionals. 1 undergraduate hour. No graduate credit. Approved for S/U grading only. May be repeated up to 2 hours in separate terms, if topics vary. Prerequisite: ADV 281 and consent of instructor.

ADV 498 The Sandage Project credit: 3 Hours.
This course is named after the founder of the Advertising Department, Charles H. Sandage (known as the "father of advertising education"). His vision of educating the future of the industry was grounded in theoretical and foundational courses emphasizing the "why of advertising" - not just the "how." In this course, students will integrate the concepts, experiences, and skills that have been learned in the curriculum with a service-learning project. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 283, ADV 390 and ADV 460 or consent of instructor.

ADV 509 Media Entrepreneurship credit: 3 Hours.
Introduces students to the foundations of entrepreneurship and evolving business models for media. Students are introduced to the foundation and context of entrepreneurship. The course will cover the skills and practices necessary for new entrepreneurial ventures, as well as the processes of evaluation an idea, assessing the market, and implementing a new venture. Finally, students will examine business case studies for both successful and unsuccessful media start-ups. 3 graduate hours. No professional credit. Credit is not given for both ADV 409 and ADV 509. Prerequisite: Limited to MS Advertising students.

ADV 550 Foundations of Advertising credit: 3 Hours.
Explores the development of American advertising through the 20th and into the early 21st century. Analyzes and evaluates American advertising through these primary areas: ethics, advertising philosophies, advertising structure, advertising education, its broader social impact, the role of media and technologies, and its place within a global framework. Prerequisite: Consent of department.

ADV 580 Advertising Theory credit: 3 Hours.
Reviews classic and contemporary theories used in advertising research and practice with multidisciplinary emphasis. Through reading, discussion and independent research, students will understand how basic social science and humanities research and advertising scholarship are related; how theories and concepts are applied, adapted, constrained and combined when applied to advertising and other communication issues; and how research evolves over time.

ADV 581 Quantitative Research Methods in Advertising credit: 3 Hours.
Provides students with an overview of quantitative research methodology in advertising and consumer behavior. Students will learn appropriate uses and techniques for conducting exploratory (e.g., focus groups, literature searches), descriptive (e.g., observational techniques, surveys), and casual (randomized- and quasi-experiments) research. Ethical considerations in research, and limitations of quantitative research will play an important role throughout the course. Students will learn basic descriptive and inferential statistical analyses to help analyze, and make sense of quantitative data. Prerequisite: Basic statistics course.

ADV 582 Qualitative Research in Advertising credit: 3 Hours.
Treatment of basic research concepts and procedures in the social sciences with emphasis on advertising. Prerequisite: Consent of the department.

ADV 587 Graduate Seminar I credit: 3 Hours.
Provides advertising students and faculty the opportunity to interact on significant topics. It draws on a wide range of perspectives to explore not only foundational theories and research in advertising, but also current issues, contemporary analytical approaches, and emerging trends in advertising scholarship and practice. Prerequisite: Consent of department.

ADV 588 Graduate Seminar II credit: 3 Hours.
Students write research proposals in this course. Prerequisite: The grade of B or better in ADV 587.

ADV 590 Special Topics in Advertising credit: 1 to 4 Hours.
May be repeated in the same or in multiple semesters if topics vary. Prerequisite: Consent of department.

ADV 594 Advanced Topics in Advertising credit: 4 Hours.
This seminar explores topics associated with advertising theory and research. Topics will vary across different course offerings. They will include classic elements of advertising theory (e.g. persuasion, attitudes, cognition, emotion, motivation), as well as current research frontiers (e.g. decision-making, computational advertising, psychophysiology, gaming, social media). 4 graduate hours. No professional credit. May be repeated up to 12 hours, if topics vary. Prerequisite: Ph.D. student or instructor approval.

ADV 597 Proseminar in Advertising credit: 1 Hour.
Current topics, cases, and research in advertising are presented in a forum that fosters critical thinking and engagement. Weekly presentation and discussion of current research and cases by faculty, undergraduate/graduate students, visiting scholars and visiting professionals. Approved for S/U grading only. May be repeated up to 4 graduate hours in separate terms.

ADV 598 Professional Project credit: 0 or 6 Hours.
This course serves as a capstone, requiring the student to demonstrate a mastery of knowledge in the primary areas of advertising. Approved for S/U grading only. May be repeated in separate terms to a maximum of 6 hours. Prerequisite: A grade of B or better in ADV 588.

ADV 599 Thesis Research credit: 0 to 6 Hours.
Approved for S/U grading only. May be repeated in separate terms. Prerequisite: ADV 588 and consent of the department.