For the Degree of Bachelor of Science in Advertising

To graduate from the advertising curriculum, a student must meet all general University and College requirements for the degree and must complete the following courses, all of which must be taken for a traditional letter grade:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>Required Major Courses</strong></td>
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<tr>
<td>ADV 150</td>
<td>Introduction to Advertising</td>
<td>3</td>
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<tr>
<td>ADV 281</td>
<td>Advertising Research Methods</td>
<td>3</td>
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<td>ADV 283</td>
<td>Advertising and Brand Strategy</td>
<td>3</td>
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<td>ADV 284</td>
<td>Consumer Insight</td>
<td>3</td>
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<tr>
<td>ADV 390</td>
<td>Content Creation</td>
<td>3</td>
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<tr>
<td>ADV 460</td>
<td>Innovation in Advertising</td>
<td>3</td>
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<tr>
<td>ADV 483</td>
<td>Audience Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ADV 498</td>
<td>The Sandage Project</td>
<td>3</td>
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<td></td>
<td><strong>College of Media Electives</strong></td>
<td>20-28</td>
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<td></td>
<td><strong>Hours outside the College of Media (72 hours minimum)</strong></td>
<td>72</td>
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**Other Required Supporting Coursework:**

- BADM 320 Principles of Marketing
- ECON 102 Microeconomic Principles
- ECON 103 Macroeconomic Principles
- STAT 100 Statistics
- ANTH 103 Anthro in a Changing World
- PSYC 100 Intro Psych
- SOC 100 Introduction to Sociology

**Advanced Hours Requirement**

At least 20 hours in courses numbered 200 or above. These courses must be outside and not cross-listed with the College of Media. At least 9 of the 20 hours must be in courses numbered 300 or above.

Please note: Courses used to fulfill University General Education requirements or to fulfill requirements for a minor may count toward these requirements. Courses used to fulfill the College of Media's advanced outside hours requirement may also count toward these requirements.

124 total hours are required for graduation.

The minor requires a minimum of 18 credit hours. Students majoring in Advertising or Journalism must complete at least six hours of advanced course work for the minor distinct from credits earned for their major.

**Code** | **Title**                                           | **Hours** |
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<tr>
<td>JOUR 200</td>
<td>Introduction to Journalism</td>
<td>3</td>
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<td>ADV 310</td>
<td>Intro to Public Relations</td>
<td>3</td>
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<td>ADV 410</td>
<td>Public Relations Strategies</td>
<td>3</td>
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<tr>
<td>CMN 220</td>
<td>Communicating Public Policy</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 210</td>
<td>Newsgathering Across Platforms</td>
<td>3</td>
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The Public Relations (PR) minor is designed to provide undergraduate students with a foundational understanding of how public relations practitioners manage relationships between organizations and their stakeholders and manage the reputations of those organizations. Courses within the PR minor will help students develop skills in writing, research, strategic planning, relationship management, and crisis communication that can be applied in business, nonprofit, or government contexts.

Students who plan to pursue careers in public relations, advertising, communications, marketing, or other related fields will find that the PR minor serves as a valuable complement to the courses in their major. Students from other majors who wish to have a better understanding of the role public relations plays in organizations and who wish to sharpen skills in writing, persuasion, strategic planning, and public communication will also benefit from the minor.

Students must select one course from:

- ADV 350 Writing for Public Relations
- ADV 410 Public Relations Strategies
- JOUR 210 Newsgathering Across Platforms
- CMN 220 Communicating Public Policy

**Advanced topics in public relations**

Students must select two courses from:

- ADV 393 Advertising and Society
- ADV 490 Advanced Special Topics in Advertising
- ADV 494 Persuasion Consumer Response
- JOUR 360 The Media and You
- JOUR 453 Crisis Communications
- JOUR 460 Special Topics
- CMN 321 Strategies of Persuasion
- CMN 377 Propaganda and Modern Society

1 College Electives must include at least six credits of Advertising elective courses numbered 300 or above for students admitted to the major starting in Fall 2016. Students admitted to the major prior to Fall 2016 are also strongly encouraged to fulfill six credits of Advertising elective courses numbered 300 or above. College of Media elective courses offered by or cross-listed with Agricultural Communications (AGCM), Journalism (JOUR), Media and Cinema Studies (MACS) or the College of Media (MDIA) count toward the remainder.

2 Or another approved basic course or course sequence in statistical methods, which currently include ECON 202, EPSY 280, PSYC 235, SOC 280, SOCW 225. Such courses may, if they qualify, also be credited toward the requirement of advanced hours and General Education courses outside the College.

3 Which may be credited toward the College requirement of advanced hours outside the College.

Information listed in this catalog is current as of 10/2017
ADV 305  Digital Advertising Content, Technologies and Concepts  credit: 3 Hours.
This introductory course systematically examines a wide range of topics related to the proliferation and use of digital media in a networked world, including psychology, social relationships, culture, economics, politics, and philosophy. It is designed to prepare students for living and working in an increasingly mediated society in which digital technologies are omnipresent, yet ubiquitous. While the scope of this course is highly interdisciplinary, its emphasis will be placed on specialist knowledge for media professions such as advertising and journalism. Prerequisite: ADV 150. Restricted to students with sophomore and junior standing.

Information listed in this catalog is current as of 10/2017
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  Public Relations Strategies credit: 3 Hours.
Examines the intersection of public relations strategies and communication tactics used by organizations to meet reputation and relationship management objectives with relevant publics and stakeholder groups, such as journalists, consumers, employees, investors, government officials and agencies and community members. 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:
Social Beh Sci - Soc Sci
Cultural Studies - Western

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.

ADV 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. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 150 and a specified course in statistical methods.

ADV 482  Qualitative Analysis in Advert credit: 3 Hours.
Provides students with an understanding of the multiple qualitative methods used in advertising and consumer research; a deeper examination of design and analysis issues are covered with focus on analysis of texts to uncover consumer insights and test advertising strategy. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 150 and ADV 281 or equivalent.

ADV 483  Audience Analysis credit: 3 Hours.
Analyzes audiences and matches consumer insights with strategic ideas for brand communication, contact, and connection. 3 undergraduate hours. No graduate credit. Prerequisites: ADV 283 and ADV 284.

ADV 484  Quantitative Research Methods credit: 3 Hours.
Advanced undergraduate course on quantitative research methods in advertising and consumer behavior. In-depth coverage of descriptive research, experimental research, descriptive and inferential statistics, and computer analysis and interpretation of actual data. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 281.

ADV 490  Advanced Special Topics in Advertising credit: 1 to 3 Hours.
Covers current issues in various advertising areas not studied extensively in other courses. 1 to 3 undergraduate hours. 1 to 3 graduate hours. May be repeated in the same or separate terms to a maximum of 6 hours. Prerequisite: Announced separately for each topic.
ADV 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.
3 undergraduate hours. No graduate credit. Prerequisite: ADV 290,
ADV 483.

ADV 492  Tech and Advertising Campaigns  credit: 3 Hours.
With the maturation of the internet as an advertising and media
channel, advertising, journalism, and communications students
need to know more about technology and how that impacts their
messages and designs. Likewise, computer scientists could benefit
from knowledge of what the end user is looking for when designing
web content, applications and other web-based media. Students in this
course will gain design knowledge as well as a hands-on experience in
completing a technology-driven advertising campaign. Students will
participate in engineering, advertising and project management activities
with individual as well as team responsibilities. Same as CS 468. 3
undergraduate hours. No graduate credit. Credit is not given for ADV 492
and ADV 498. Prerequisite: CS 225 or consent of instructors. Junior or
senior standing in Advertising or Computer Science.

ADV 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 281.

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: 1 to 3 Hours.
Supervised investigation of student-driven research on special topics
related to advertising in individual or collaborative format. Topic and
nature of research may vary. Capstone paper required. Type of course:
Lecture-discussion 1 to 3 undergraduate hours. No graduate credit. May
be repeated up to 3 hours in the same term or 6 hours in separate terms,
if topics vary. Prerequisite: Evidence of adequate preparation for such
study; consent of faculty member supervising the work; and approval
of the department head. Restricted to 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.