## Minor in Public Relations

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.

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.

### Course Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ADV 290</td>
<td>Special Topics in Advertising (credit: 1 to 3 Hours)</td>
<td></td>
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<tr>
<td>CMN 321</td>
<td>Strategies of Persuasion</td>
<td></td>
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<tr>
<td>CMN 377</td>
<td>Propaganda and Modern Society</td>
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<tr>
<td>CMN 464</td>
<td>Health Communication Campaigns</td>
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Total Hours: 18-19

1. Will be announced in course description as "Eligible for PR minor."

## 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.

- **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 a 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 290 Special Topics in Advertising** (credit: 1 to 3 Hours)
  - Designed to offer freshmen and sophomores opportunity to take courses in advertising’s most recent developments. May be repeated to a maximum of 12 hours in separate semesters, if topics vary.
ADV 305 Digital Advertising Content, Technologies and Concepts  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/305) 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.

ADV 310 Intro to Public Relations  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/310) Introduces the student to the practice and profession of public relations. Course material covers topics such as the history of public relations, the role of law and ethics in public relations, and theories that guide public relations research and practice. The course will also introduce roles played by public relations practitioners within organizations, such as media relations, consumer relations, employee relations, community relations, and investor relations.

ADV 311 Classic Campaigns  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/311) 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 commercial impact.

ADV 312 Advertising History  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/312) 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.

ADV 315 Emerging Media  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/315) Same as AGCM 315. See AGCM 315.

ADV 350 Writing for Public Relations  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/350) 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. (https://courses.illinois.edu/schedule/terms/ADV/390) 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. Prerequisite: ADV 284.

ADV 393 Advertising and Society  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/393) 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 396 Research Experience in Advertising  credit: 1 to 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/396) Supervised participation in research and scholarly activities, usually as an assistant to an investigator. Approved for Letter and S/U grading. May be repeated to a maximum of 9 hours. Prerequisite: ADV 150, ADV 281, or written consent of instructor.

ADV 399 Advertising Study Abroad  credit: 1 to 5 Hours. (https://courses.illinois.edu/schedule/terms/ADV/399) 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. (https://courses.illinois.edu/schedule/terms/ADV/400) Special projects, research, and independent reading in advertising for students capable of independent work under the guidance of a faculty advisor. 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. (https://courses.illinois.edu/schedule/terms/ADV/409) 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. (https://courses.illinois.edu/schedule/terms/ADV/410) 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. (https://courses.illinois.edu/schedule/terms/ADV/452) 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. (https://courses.illinois.edu/schedule/terms/ADV/454) 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. (https://courses.illinois.edu/schedule/terms/ADV/460)
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. (https://courses.illinois.edu/schedule/terms/ADV/461)
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 algorithms 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. (https://courses.illinois.edu/schedule/terms/ADV/475)
Examines the role of multicultural issues upon advertising both as a practice and as an industry. Incorporates historical perspectives to understand the foundational roles 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. (https://courses.illinois.edu/schedule/terms/ADV/476)
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. (https://courses.illinois.edu/schedule/terms/ADV/478)
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. (https://courses.illinois.edu/schedule/terms/ADV/481)
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 Advertising  credit: 3 Hours. (https://courses.illinois.edu/schedule/terms/ADV/482)
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. (https://courses.illinois.edu/schedule/terms/ADV/483)
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. (https://courses.illinois.edu/schedule/terms/ADV/484)
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. (https://courses.illinois.edu/schedule/terms/ADV/490)
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. (https://courses.illinois.edu/schedule/terms/ADV/491)
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. (https://courses.illinois.edu/schedule/terms/ADV/492)
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. (https://courses.illinois.edu/schedule/terms/ADV/494)
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. (https://courses.illinois.edu/schedule/terms/ADV/495)
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. (https://courses.illinois.edu/schedule/terms/ADV/496)
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. (https://courses.illinois.edu/schedule/terms/ADV/497)
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. (https://courses.illinois.edu/schedule/terms/ADV/498)
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.