

Advertising (ADV)

ADV 303 Advertising and Popular Culture 3 Hours

An introduction to the role advertising plays in American society, and the values and relationships offered in the messages that are delivered.

ADV 305 Fundamentals of Advertising 3 Hours

Fundamentals and practices of advertising in relation to economies, societies, and mass communication.

ADV 305S Introduction to Integrated Communication for Sports 3 Hours

Examination of the mass media industry in relation to the field of sports. Focus on the "off-the-field" industries of advertising, marketing, and public relations that impact sports; rights fees contracts; pre-game shows; gameday production; in-stadium activities; and press coverage.

ADV 309R Introduction to Advertising and Public Relations Research 3 Hours

Introduction to concepts and methods of statistics, with emphasis on analyzing personal and group behaviors. Includes exploratory data analysis, correlation and regression, descriptive statistics, sampling distributions, confidence intervals, and hypothesis testing.

ADV 111, 211, 311 Topics in Advertising 1-3 Hours

ADV 314 Social and Ethical Issues 3 Hours

Designed to identify, analyze, and respond to social and ethical issues in advertising and public relations. Covers race, ethnicity, and gender identity.

ADV 315 History and Development of Advertising 3 Hours

The evolution and development of advertising in the United States in a social, historical, economic, and cultural context.

ADV 316 Creativity and American Culture 3 Hours

A cross-disciplinary view of the creative process and creative products. The conceptual core of film, fine arts, advertising, architecture, and literature.

ADV 318J Introduction to Integrated Brand Communication 3 Hours

The functions of advertising and public relations; role in marketing/communications mix; economic and social influence; advertising and public relations institutions and media; campaigns and appropriations; retail and business-to-business aspects.

ADV 319 Psychology of Advertising 3 Hours

A review of basic findings of the behavioral sciences dealing with perception, personality, group behavior, psychological appeals, and their application to advertising, public relations, and marketing as persuasive communication.

ADV 119S, 219S, 319S, 419S, 519S, 619S, 719S, 819S, 919S Topics in Advertising 1-9 Hours

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the School of Advertising and Public Relations. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program.

ADV 320 Integrated Communication for Nonprofit Organizations 3 Hours

Explores integrated communication and branding in a variety of nonprofit settings. Examines the strategic, integrated use of multiple communication approaches, including advertising, public relations, new media, promotions, sponsorships, and special events.

ADV 321 Leadership and Ethics 3 Hours

Explores leadership, communication, ethics, and the ability to lead others ethically and effectively. Examine concepts and frameworks related to skills that are integral to ethical, effective leadership.

ADV 322 Health Communication: Messages, Campaigns, and the Media 3 Hours

Covers the development of effective health messages, the design of health campaigns, and investigate the role of the media in influencing people's health and perceptions of health.

ADV 323 Public Communication of Science and Technology 3 Hours

Explores the rapidly growing field of science communication. Examines the intersection of science, media, and society, focusing on media's impact on how people come to understand, perceive, and act relative to scientific issues. Special attention will be directed toward the strategic communication of science and maximizing scientists' engagement with public audiences.

ADV 324 Communicating Sustainability 3 Hours

Focuses on persuasion in the context of environmental attitudes and behaviors. Explores how humans think about and interact with the environment, paying particular attention to climate change. Drawing on theory and examples, examines the challenges and opportunities that arise when people try to communicate about the environment and change individual attitudes and behaviors.

ADV 325 Introduction to Advertising Creativity 3 Hours

Introduction to the theory and practice of creativity, basic elements and principles of design and software applications as they relate to the development of advertising.

ADV 327 Account Planning 3 Hours

Explores the role of account planning in an agency environment. Covers how to understand the business the client is in, the customers of the client, general environment of that business and all aspects of marketing practice that might affect the overall performance of the client's business.

ADV 328 Psychology of Video Game Advertising 3 Hours

Explores communication components (broadly defined) within game play and apply understanding of communication processes within game play to better understand how advertisers can leverage games to reach consumers.

ADV 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S Topics in Advertising 1-9 Hours

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the Department of Advertising. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program.

ADV 330 Strategic Science Communication 3 Hours

Using insights from strategic communication and social science, explore how to design effective science communication. Examine the crucial roles that strategic thinking plays in maximizing science communication's ability to achieve positive behavioral impacts. Investigate case studies and focus on how to evaluate the effectiveness of science communication efforts.

ADV 331 Environmental Communication Campaigns 3 Hours

Combine discussions of environmental current events with hands-on agency/client experience to understand how to develop authentic communication strategies and tactics that can protect the environment and advance cutting-edge sustainability technologies.

ADV 332 Technology Marketing and Advertising 3 Hours
Explores case histories, interviews with leading technology advertising and marketing executives, and latest trends in digital advertising, both mobile and social, as well as its impact across marketing segments and industries.

ADV 332C New Media Entrepreneurialism 3 Hours
Covers real life experience/exposure with a series of interviews with real-life practitioners from social media, venture capital, and others with expertise in the field. Explores important trends in digital content and digital business models; a primer for those who wish to learn about entrepreneurialism, technology, and it's intersection with media.

ADV 332D Entrepreneurialism in Communication 3 Hours
Project-oriented exercise where small teams conceptualize a business idea in communications, curate the insights and opinions of fellow team members, and ultimately develop a business plan around their new endeavor. A panel of local entrepreneurs will provide feedback and critique.

ADV 334 International Advertising 3 Hours
Major issues in international advertising and advertising directed at cultural minorities within countries.

ADV 336 Topics in Multicultural Issues in Advertising and Public Relations 3 Hours
Special topics exploring the impact of the major social, economic, and cultural aspects of advertising and public relations on ethnic and cultural groups in the United States.

ADV 338K Digital Creative Portfolio 3 Hours
Examines the digital landscape in advertising and beyond. Examines existing advertising work and producing an advertising project. Present and describe digital projects in collaborative group settings using terms clients will value.

ADV 338L Copywriting 3 Hours
Explore concepts, formats, and skills relevant to the work of copywriters in the field of advertising, including writing, editing, and creating a voice for brands.

ADV 339K Digital Graphic Communication 3 Hours
Introduction to the fundamentals of good graphic design, as well as production basics. Develops digital design skills using industry-standard software, from print (Adobe InDesign, Photoshop, Illustrator) to motion (Adobe Premiere, AfterEffects) and interactive (HTML, CSS, WordPress). Assumes no prior knowledge.

ADV 339L Brand Storytelling 3 Hours
Examination of how classic elements of storytelling, semiotics, and symbolism can be used to create and manage a modern brand's story and 'meaning'. Create visual, verbal, and video examples of brand storytelling that go beyond traditional advertising and public relations.

ADV 341S Research in Sports Communication and Media 3 Hours
An introduction to advertising and public relations research and methodology for sports.

ADV 343K Portfolio I 3 Hours
Basic advertising art direction and copywriting skills, including indications for graphics, headlines, and body copy.

ADV 344K Advertising and Public Relations Research 3 Hours
Introduction to social science research methods as used in advertising and marketing; emphasis on survey research and secondary data.

ADV 345J Advertising and Public Relations Media Planning 3 Hours
An investigation of media-market measurements and strategies across the full spectrum of the industry; development of media communications plan.

ADV 347C, 447C Art Direction 3-4 Hours
Explore concepts, formats, and skills relevant to the work of art directors in the field of advertising, including color theory, typography, layout, and software expertise.

ADV 348S The Business of Sports Media 3 Hours
Examination of the business of sports-related media, including over-the-air television, cable, satellite television, print, radio, social media, and internet-based media, and the impact of such media on sports presentation and development, professional franchises, colleges, and conferences. Emphasis on how the business of sports media generates revenue and content, and the business models for each type of media, the challenges to such models, and the likely future changes to them.

ADV 350, 650 Advertising Internship 3,6 Hours
Practical work experiences in advertising sales, creative management, and research with advertisers, agencies, media, or auxiliary services.

ADV 350S Internship in Sports Media 3 Hours
Practical work experience in sports media. Internship to be arranged by student and approved by instructor.

ADV 151 Advertising Practicum 1 Hour

ADV 353 Advertising and Public Relations Law and Ethics 3 Hours

ADV 361 Creativity in Artificial Intelligence 3 Hours
Explore the intersection of artificial intelligence (AI) and creative processes. Examine how AI can enhance and augment human creativity in various domains such as art, music, writing, and design. Analyze the ethical implications and societal impacts of AI-driven creativity. Learn the knowledge and skills used to harness the power of AI to push the boundaries of human creativity.

ADV 363 Immersive Media Lab 3 Hours
Explore the space of immersive technology. Conduct experimental projects over short periods of time and learn through discovery and sharing findings with others.

ADV 364 Immersive Experiences 3 Hours
Develop an understanding of an audience, the language of development, and awareness of the affordances of each medium to use them effectively in designing immersive user experiences. Work on a real-world client project, which will also be prepared for entry into an immersive storytelling competition.

ADV 365 Audience Development and Engagement 3 Hours
Examine the latest methods used to better understand audiences and their motivations. Explore new approaches and tools for engaging audiences in different content strategies, and what metrics can be used to measure their engagement in ways that prove valuable to content creators, marketers, and audiences.

ADV 366 Special Topics in Advertising 3 Hours

ADV 367 Experimental Storytelling 3 Hours
Working with real-world clients, examine design thinking and human-computer interaction techniques while ideating, synthesizing concepts, creating user experiences, and developing a proof of concept (PoC) exemplary towards becoming an experience designer.

ADV 368C Topics in Advertising Senior Seminar 3 Hours

ADV 368K, 468K Portfolio II 3-4 Hours
Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on learning how to pitch creative ideas. Receive evaluations on portfolios by industry professionals.

ADV 368L, 468L Portfolio III 3-4 Hours

Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on the development of a personal brand, networking with professional contacts, and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals.

ADV 369 Social Media 3 Hours

Introduction to social networking platforms and their application in relation to media plans, brand building, and insights.

ADV 370J Integrated Communications Management 3 Hours

Cases and problems dealing with the management of advertising and promotional programs; media and creative strategies; consumer, retail, industrial, and public service applications.

ADV 373 Integrated Communications Campaigns 3 Hours

Concept of media mix; matching product, consumer, media profiles; conception, research, planning, and execution of advertising campaigns; special emphasis on advanced copywriting, layout, and production for print and broadcast media.

ADV 375, 475 Portfolio IV 3-4 Hours

Focus on more sophisticated execution, integrated campaign development, and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals.

ADV 377 Advertising Media Topics 3 Hours

ADV 377.1 Advanced Media Strategies 3 Hours

An in-depth dive into independent and group work with insights and strategies.

ADV 377M Topics in Media Studies 3 Hours

Topics in media and its effects on advertising and public relations strategies.

ADV 377M.1 Advanced Media Research 3 Hours

Development of data analysis skills using various analytical techniques.

ADV 377M.10 Media Showcase 3 Hours

Research and project-based, designed to help remove the traditional and new barriers faced in the fields of media.

ADV 377M.3 Digital Metrics 3 Hours

An exploration of the evolving scope of digital metrics and analytics by looking at the three dimensions colliding in interactive media: business, communications, and technology.

ADV 377M.5 Media Metrics 3 Hours

ADV 377M.7 Media Negotiations 3 Hours

ADV 377M.8 Digital Insights 3 Hours

Exploration of the terminology, measurement methods, and tools necessary for developing actionable management insights for digital content creation, promotion, and public relations.

ADV 377M.9 Media Investments 3 Hours

An examination of media investments and negotiations, from both a buying and selling perspective. Investigates the activation role from all sides; the agency, vendor, and client.

ADV 378 Advanced Topics in Advertising 3 Hours

ADV 378.15 Creative Project: Writing 3 Hours

ADV 378.21 Semester in Los Angeles: Entertainment Promotion, Press, and Public Relations 3 Hours

Consider the core disciplines of research, creative, distribution, advertising, publicity, and promotion as they apply to entertainment.

ADV 378.26 Consumer Psychology and New Media 3 Hours

ADV 378.27 Advanced Media Research, Insights, and Analysis 3 Hours

ADV 378.37 Social Enterprise Branding 3 Hours

Focus on the development of strategic branding and communication for businesses focused on balancing purpose and profit. Explore components of brand identity and implementation as they relate to the success or failure of companies enacting social impact across a number of industries.

ADV 378.38 Influencer Marketing 3 Hours

Identify, analyze, approach, manage, and measure business goals. Differentiate between attention and influence.

ADV 378.39 Pop Star Activism 3 Hours

Engage with issues of diversity, political activism, public relations, and marketing communication through the lens of popular music.

ADV 378.4 Direct Marketing 3 Hours

ADV 378.41 Advertising Intelligence 3 Hours

Analyze how insights enhance decision making in advertising and public relations in areas such as campaign development, segmentation, positioning, product development, and promotion. Review advertising and public relations problems and processes in ways that will benefit from informed decision making.

ADV 378.42 Issues in Black American Advertising and Public Relations 3 Hours

Explore cultural critiques of the advertising and public relationship industry related to historical and contemporary challenges involving representation, systemic injustice, stereotypes, and social responsibility involving the Black American experience.

ADV 378.43 Digital Social Media Analytics 3 Hours

Explore cutting edge technologies that enable public relations and advertising professionals to better understand online conversations and audience behaviors. Examine how to recommend creative solutions for engaging key stakeholders. Determine how data, creative, and strategy intersect.

ADV 378.44 Digital Social Media Production 3 Hours

Explore the required skills to plan, capture, edit, and produce digital social media content.

ADV 378.45 360 Video Production 3 Hours

Examine the required skills to plan, capture, edit, and produce 360 videos.

ADV 378.46 Television and Film Publicity 3 Hours

Examine the different roles within the entertainment business. Explore key industry terms, events, companies, and other entities. Survey vital entertainment news sources and publications, engaging press, and full campaign execution.

ADV 378.47 Social Issues 3 Hours

Explore a brief history and a contemporary look at social issues in advertising and public relations in New York. Discuss corporate and social responsibility, social issues in personal and influencer branding, strategic communication for advancing social change, and crisis communication spanning the contexts of organizational and global crises. Examine how social issues come to bear on advertising and PR in specific industries that are an integral part of the New York market, including healthcare, fashion, non-profits, and finance.

ADV 378.48 Sustainability Communication Research 3 Hours

Examine the core principles of designing, implementing, and reporting an applied research project. Discuss conceptual development, literature review, research design, ethical considerations, and fieldwork skills.

ADV 378S Special Topics in Sports Media 3 Hours

Topics in sports media related to issues in traditional and new media as they effect sports and entertainment advertising and public relations.

ADV 378S.1 Advertising and Public Relations for Sports 3 Hours

ADV 378S.10 Leadership and Administration in Sports Organizations 3 Hours

Designed to develop marketing skills related to events, programs, products, and facilities in the sports management field.

ADV 378S.11 Sports and Social Media 3 Hours

Designed to provide an understanding of and experience with the components and best practices of social media, marketing, and communications as they relate to sports entities and the sports field as a whole.

ADV 378S.12 Sports Audiences 3 Hours

An exploration of marketing innovations in sports to attract audiences, and the use of sports media by advertisers, sponsors, and other entities to target various customer groups.

ADV 378S.13 Business of Sports Television 3 Hours

ADV 378S.2 Legal Aspects of Sports and Media 3 Hours

ADV 378S.3 Return on Investment of Sports Media 3 Hours

ADV 378S.4 Analysis of Sports and Entertainment Audiences 3 Hours

ADV 378S.5 Ethics and Social Issues in Sports Branding 3 Hours

ADV 378S.6 Sports Audiences and Nontraditional Media 3 Hours

ADV 378S.7 Contributions of Sports and Entertainment to Education and Health 3 Hours

ADV 378S.8 College Sports Media 3 Hours

An examination of the history of college sports media, with an emphasis on the evolution of sports coverage from NCAA-controlled limited broadcasting of football and basketball, to present day intercollegiate athletics coverage available via multiple outlets.

ADV 378S.9 Sports Contract Negotiation Techniques 3 Hours
Strategies and techniques for successfully negotiating contracts, with a special emphasis on the negotiation of sports contracts.

ADV 379 Integrated Communication for Sports and Entertainment 3 Hours

ADV 379H Honors Tutorial Course 3 Hours

Conference course of intensive study, planned by the Advertising Honors Committee; research and the writing of a substantial paper on a special advertising topic.

ADV 179J, 279J, 379J, 479J Topics in Advertising Problems 1-4 Hours

ADV 179J.1, 279J.1, 379J.1, 479J.1 Supervised Individual Special Studies 1-4 Hours

Supervised individual special studies for which separate courses are not available.

ADV 179J.2, 279J.2, 379J.2, 479J.2 Supervised Individual Creative Studies 1-4 Hours

Supervised individual creative studies for which separate courses are not available.

ADV 179J.3, 279J.3, 379J.3, 479J.3 Supervised Individual Media Studies 1-4 Hours

Supervised individual media studies for which separate courses are not available.

ADV 381 Consumer Behavior 3 Hours

An interdisciplinary study using behavioral science concepts to explain consumer motivation, information processing, and consumption behavior; sociological and psychological factors affecting the consumption process and the marketing/advertising of goods and services.

ADV 382 Quantitative and Qualitative Research 3 Hours

An introduction to advertising research designs and procedures.

ADV 382J Topics in Theories of Persuasive Communication and Consumer Decision Making 3 Hours

Communication and behavioral science theories as they relate to contemporary advertising practices.

ADV 383, 483 Topics in Supervised Individual Creative Studies 3-4 Hours

ADV 383.1, 483.1 Art Directors' Seminar 3-4 Hours

Explore concepts, formats, and skills relevant to the work of art directors in the field of advertising, including color theory, typography, layout, and software expertise.

ADV 383.2, 483.2 Portfolio I 3-4 Hours

Introduction to conceptual thinking and art direction/copywriting skills in the context of building a creative advertising portfolio. Receive evaluations on portfolios by industry professionals.

ADV 383.3, 483.3 Portfolio II 3-4 Hours

Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on learning how to pitch creative ideas. Receive evaluations on portfolios by industry professionals.

ADV 383.4, 483.4 Portfolio III 3-4 Hours

Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on the development of a personal brand, networking with professional contacts, and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals.

ADV 383.5, 483.5 Portfolio IV 3-4 Hours

Focus on more sophisticated execution, integrated campaign development and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals.

ADV 385 Topics in International Advertising 3 Hours

Study of the managerial, economic, legal, and cultural aspects of multinational advertising.

ADV 385.1 Strategic Advertising Principles 3 Hours

ADV 385.2 Account Planning 3 Hours

ADV 385.3 Media Management 3 Hours

ADV 385.4 Strategic Advertising Management 3 Hours

ADV 385.5 Multicultural Advertising: Theory and Research 3 Hours

ADV 386 Experimental Storytelling 3 Hours

Working with real-world clients, examine design thinking and human-computer interaction techniques while ideating, synthesizing concepts, creating user experiences, and developing a proof of concept (PoC) exemplary towards becoming an experience designer.

ADV 387 Creative Strategies 3 Hours

The process of developing creative concepts and their effective execution.

ADV 388C Research Problems: Doctoral Examination Preparation 3 Hours

Research and reading in preparation for doctoral examinations.

ADV 388J Principles of Advertising Management 3 Hours

The study of planning, organization, and control of the advertising functions.

ADV 388K Integrated Communications Management 3 Hours

The application of management principles to the solution of integrated communications management problems.

ADV 189, 389, 489 Topics in Problems in Specialized Fields of Advertising 1,3,4 Hours

Research project chosen from the area of the student's major interest; a written report or creative project is required.

ADV 189.1, 389.1, 489.1 Computer Graphics--Creative Sequence 1,3,4 Hours

ADV 391K Topics in Seminar in Advertising 3 Hours
Survey and analysis of current advertising issues and practices.

ADV 391K.1 Interactive Advertising 3 Hours

ADV 391K.10 Business to Business Integrated Communication Management 3 Hours

Cases and problems dealing with the management of business to business integrated communication, advertising and promotional programs; media and creative strategies; consumer, retail, industrial, and public service applications.

ADV 391K.2 Advanced Account Planning 3 Hours

ADV 391K.4 Audiences for Nonprofit Organizations 3 Hours

ADV 391K.5 Integrated Communication for Sports 3 Hours

ADV 391K.6 Media Research 3 Hours

ADV 391K.7 Public Relations Theory 3 Hours

ADV 391K.8 Quantitative Models in Advertising 3 Hours

ADV 391L Invisible Global Market 3 Hours

ADV 392 Topics in Advertising Theory and Research 3 Hours
Examination of important current areas in advertising research and theory.

ADV 392.2 Advanced Advertising Theories I 3 Hours

ADV 392.3 Advertising Research I 3 Hours

ADV 392.4 Advanced Advertising Theories II 3 Hours

ADV 392.5 Advertising Research II 3 Hours

ADV 395 Advertising Internship 3 Hours
Practical work experience in advertising sales, creative management, and research with advertisers, agencies, media, or auxiliary services.

ADV 698 Thesis 6 Hours

ADV 398R Master's Report 3 Hours
Preparation of a report to fulfill the requirement for the master's degree under the report option.

ADV 398T Student Teaching in Advertising 3 Hours

ADV 399W, 699W, 999W Dissertation 3,6,9 Hours