

ADVERTISING (ADV)

ADV 20004 ADVERTISING WRITING AND STORYTELLING 3 Credit Hours

Introduces students to writing for advertising. In particular, students will understand how to effectively and strategically communicate to a variety of audiences, including business partners and consumers.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ADV 21015 FOUNDATIONS OF ADVERTISING STRATEGY 3 Credit Hours

This foundational course will establish a strong understanding of what strategy is and how to develop strategy that is grounded in brand values and consumer insights. This information is essential for the development of persuasive messaging and provides a foundation for remaining advertising classes and future careers.

Prerequisite: Minimum C- grade in MDJ 19000.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ADV 31002 ADVERTISING COPYWRITING (WIC) 3 Credit Hours

Examination and practice in various forms of advertising copywriting and their applications.

Prerequisite: Minimum C- grade in ADV 31011.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

ADV 31003 ADVERTISING MEDIA PLANNING 3 Credit Hours

Analysis, selection and scheduling of advertising media. Examination of advertising research, technique and application.

Prerequisite: ADV 20004 and MDJ 20008 with a minimum C- grade.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ADV 31004 DIGITAL ADVERTISING 3 Credit Hours

Explores digital targeting, advertising and mobilization in detail. Students will learn how to run winning digital advertising campaigns that educate and activate constituents. It is the study of overall strategic creation of digital advertising communication with a focus on copy writing and the implementation of basic production skills.

Prerequisite: ADV 20004 and MDJ 20008 with a minimum C- grade.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

ADV 31011 ADVERTISING STRATEGY AND ACCOUNT PLANNING 3 Credit Hours

Ad majors learn problem-solving techniques, which they will apply to business and creative proposals designed to promote products and or services. Development of good, clear writing skills is a key component of the course.

Prerequisite: Minimum C- grade in ADV 20004 and MDJ 20008.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter