ADVERTISING Course Descriptions and Outcomes

ADV 2000 Introduction to Advertising – 3 cr.
This course introduces advertising majors and other interested students to the serious fun of advertising. Students work in creative teams as they would in an agency setting to concept a variety of advertising executions for products and services of all types. Guest speakers from the agency side, media side, and client side discuss the creative process and what’s worked for them. Prerequisites: Foundation: 2D, Foundation: Media 1

Outcomes:
- Apply teamwork skills based on their classroom-based creative agency format
- Transfer course experience working with real clients to produce implementable results
- Demonstrate knowledge of the business of branding and marketing to diverse audiences
- Design communications for print, social media, film, video and broadcast

ADV 3010 Agency – 3 cr.
The goal of this course is to give students a realistic view of how a contemporary advertising agency functions. Students visit agencies and host guest speakers who work in all departments: creative, print and broadcast production, account service, planning and research, media, PR, and promotions. Particular attention is paid to career path and the importance of partnerships. Students shadow agency professionals and participate in meetings, brainstorm sessions, or client briefing. Students research and create reports of their experiences and collaborate on the creations of an “ideal” agency. Prerequisites: Foundation: 2D, successful Junior Review

Outcomes:
- Through first hand experience participate in how contemporary advertising agency functions (small, medium, large) function
- Identify different jobs that might fit their personal skills and interests: creative, print and broadcast production, account services, planning and research, media, public relations and promotions
- Create reports and professional pitches to agency heads, and future career goals

ADV 3020 Integrated Advertising – 3 cr.
This course explores the seamless integration of several media in a single campaign. Media covered include television, print, PR, radio, and a variety of digital platforms. Students learn how communication vehicles such as packaging, product design, store design, advertising, promotions, PR, and corporate communications work together in a campaign, over time, to shape a brand. Guest speakers showcase histories of integrated advertising and brand management. Students work together in creative teams and client teams to develop, create, and execute an integrated campaign. Prerequisites: Foundation: 2D, Introduction to Advertising (Introduction to Advertising may be taken concurrently)

Outcomes:
• Work with the highest profile clients: Women’s International League for Peace and Freedom, Auschwitz Birkenau Foundation, Scotland’s Travel Board, General Mills, American Heart Association, etc.
• Create functioning, competitive agencies, working to create seamless integration of service media in a single company
• Produce actionable outcomes to meet clients’ needs such as: communications packages, packing, product design, branding, promotions and public relations, and advertising

ADV 3040 Creative Advertising Studio: Future – 3 cr.
Technology, media, and the consumer are dramatically affecting strategic creative and production decisions. This course readies advertising students for a career in the area of digital. Students study and develop online ads and web campaigns, utilize and observe social media’s role in marketing, delve into metrics and analysis, and meet and hear from new advertising leaders to learn what they think a portfolio should say, be, and do. Above all, students focus on the power of ideas in the digital age. Prerequisite: Introduction to Advertising or Copywriting

Outcomes:
• Do work in key advertising positions: leadership, creatives, communications, analytics
• Work collaboratively with business, arts, management, clients and social media experts
• Spot and working ever changing trends, technology and demographics
• Develop ideas for the digital age

ADV 3041 Creative Advertising Studio – 3 cr.
Technology, media, and the consumer are dramatically affecting strategic creative and production decisions. This course arms advertising students for a career in the area of digital. Students study and develop online ads and web campaigns; participate in and see how social media can play an effective role in marketing; delve into the inescapable role of metrics and analysis; and hear from and meet new advertising leaders to learn what they think a portfolio should say, be, and do. Above all, students focus on the power of ideas in the digital age. Prerequisite: Introduction to Advertising or Copywriting

ADV 3242 Copywriting for Broadcast – 3 cr.
The goal of this class is to teach students what they need to know to succeed in the highly competitive broadcast advertising industry. We extend the definition of “broadcast” to include any marketing communication device, including mobile devices, the Internet, public address, and ever-changing social media platforms. By the final class, students have the understanding and skills necessary to take any audio broadcast assignment from earliest concept stage through final air-quality production without supervision.

ADV 4010 Internship: Advertising – 3 cr.
Internships provide an opportunity for students to gain practical experience in a particular career area and valuable on-the-job skills. Internships may be arranged by the Director of Career Services or initiated by students. All internships must be
preapproved through the Career Services Office. For an internship to be approved, a mentor relationship and learning experience should exist beyond a simple employment opportunity. Three-credit internships require working 120 hours at the internship site and keeping a journal of hours and activities. Prerequisite: Professional Practice