

# ADVT - Advertising | Undergrad

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<i>Global Citizenship Program</i> <i>Knowledge Areas (...)</i>

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to Excel but most of the work will be on industry dashboards. Emphasis will be on understanding the various digital dashboard and how to read and interpret trends and the impact of introducing different communication inputs. Students will have hands on experience through assignments that leverage and interact with these dashboards, similar to what a website or social media manager would use in monitoring and evaluating their own digital channels.

## ADVT 3910 International Advertising (3)

Students learn about the issues involved in developing multinational advertising plans/campaigns. Students learn to apply all the major components and steps in the process of advertising planning - client/agency structure, audience identification and segmentation, objective setting, media strategy, creative strategy, research, budgeting - from an international perspective. The course challenges students to address each of these steps within the political, economic, religious, social, and cultural environment of another country or region. This is also an international studies certificate course. **Prerequisite:** MNGT 3510.

## ADVT 4040 Advertising Production (3)

Students learn the process, strategies, and techniques involved in advertising production. Students work in teams to develop fully integrated campaigns for internal and external clients. Content within the class focuses on strategy, design and production of advertising and marketing communications across traditional and digital media sources. May be repeated for credit with approval of advisor since the projects differ from class to class. **Prerequisites:** MNGT 3510 or ADVT 1940; ADVT 2550; INTM 2350 or ADVT 2350.

## ADVT 4190 Advertising Research (3)

This course introduces the fundamentals of advertising research. Students learn basic ad research theory and put it into practice by undertaking an actual research project. They learn the roles and subject matter of ad research including secondary sources and syndicated services. They also learn to conduct both qualitative and quantitative primary research, including planning, designing, sampling, data processing, analyzing, and reporting for an actual ad case study. **Prerequisite:** MNGT 3510 or ADVT 2550; ADVT 5321 for graduate students.

## ADVT 4200 Media Planning, Buying and Selling (3)

In this course, students learn the role of media planning, buying and selling to help fulfill marketing communications objectives. Students learn the components of a professional media plan for target reach; how media buying techniques differ by target audience; and how the media sales process works. The course emphasizes the media's role in the advertising process and the media's influence on current techniques used by advertising agency media departments representing consumer and business clients with national, regional, and local needs. Students prepare a professional media plan using the principles and practices mastered throughout the course. **Prerequisite:** MNGT 3510 or ADVT 2550; ADVT 5321 for graduate students, or permission of the instructor.

## ADVT 4610 Readings in Advertising (3)

May be repeated for credit with instructor's permission if content differs. **Prerequisites:** Media major, junior standing, permission of the instructor, and filing of official form.

## ADVT 4620 Senior Overview (3-6)

Seniors demonstrate their proficiency in advertising and marketing communications in this course. Students assume responsibility for the production of a project under the direction of a faculty member. Projects may include a plan, campaign, or a thesis. **Prerequisites:** Senior standing, acceptance into the major through portfolio review, filing of official form, and permission of the instructor.

## ADVT 4700 Professional Development in Advertising and Marketing Communications (3)

Students prepare for careers in the field of advertising and marketing communications by developing their personal portfolios, attending professional organizations' meetings, fine-tuning interviewing skills, and preparing their résumés. **Prerequisites:** Advertising and marketing communications major and senior standing.

## ADVT 4910 Advertising Campaign Production (3-6)

This course serves as the culmination of the advertising and marketing communications curriculum. Advertising theories, principles, and techniques presented in the classroom are tested and refined in a "real-world" environment. Students serve as members of an advertising team, assuming the following roles: advertising agency account executive, media planner, copywriter, art director, producer, or videographer. The team undertakes an actual product/service case history assignment: analyzing the communications problem, developing a strategy, and creating and producing an integrated marketing communications campaign. Students must apply for admission to the class and the role of their choice. May be repeated once for credit (up to a total of 6 hours). **Prerequisite:** Permission of the instructor. Students should see their instructor before registering to determine the number of credit hours and what procedure to follow in registering for this course.

Prerequisite