

ADVERTISING (ADV)

ADV 3001 - Advertising Creative Strategy (3 Credits)

The development of effective strategies and creative executions used in advertising communications including skill-building preparation of creative briefs, copywriting, and design for print, broadcast, out-of-home, and alternative media.

Prerequisite(s): ADV 3008

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

ADV 3008 - Principles of Advertising (3 Credits)

Introduction to the role of advertising communication in society, business and economics. Topics include historical perspectives, ethics, research and evaluation, objective setting/strategies planning for creativity, and mass media, within marketing planning. (Junior standing required)

Prerequisite(s): MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

ADV 3101 - Promotional Writing Strategy (3 Credits)

Introduction to advertising and promotional writing strategy across various media. The course prepares students to plan, write and create effective and persuasive content for specific media outlets and digital platforms across communication channels.

Prerequisite(s): ADV 3008 and MAR 3023

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective

ADV 3300 - Advertising Media Planning (3 Credits)

Strategies and techniques required to develop effective advertising plans, negotiation, media buying, and sales.

Prerequisite(s): ADV 3008

Attribute(s): COBC - College of Bus. Course, COBE - College of Bus. Elect., MARE - Marketing Elective