ADVERTISING (AD)

AD 230   Digital Tools   3 Hours
Provides hands-on application of the latest digital tools used by advertising and public relations professionals. Addresses the tools and technology used to research, analyze, manage and present modern advertising and public relations campaigns using relevant theories, empirical analysis and practical examples.
Restriction(s): Enrollment is limited to students in User Experience (1747) , Graphic Design (1762) , Digital Advertising (1768) , Graphic Design (385) , Corp. Organ. Communication (522) , Corp. Organ. Comm-Prep (522P) , Advertising (727) , Advertising (Seeking Adm) (727P) , Public Relations (763) , Public Relations (Seeking Adm) (763P) , Communication Studies (792) or Communication Studies-Prep (792P)
Recent Term(s) Offered: fall 2023; spring 2024; fall 2024

AD 240   Advertising in a Digital World   3 Hours
Explores the theory and practice of incorporating digital technology into global advertising communication campaigns. Core topics include consumer research, modern branding strategy, and message delivery.
Colonnade/Statewide General Education Code K-LG
Recent Term(s) Offered: winter 2022; spring 2022; summer 2022; fall 2022; winter 2023; spring 2023; summer 2023; fall 2023; winter 2024; spring 2024; summer 2024; fall 2024

AD 250   Personal Branding   3 Hours
Focuses on the systematic planning and implementation of deliberate communication messages through the most suitable media, with the goal of building a personal brand. Explores the creator economy, strategic planning, media options, brand partnerships, ethical considerations and evaluation.
Recent Term(s) Offered: fall 2023; spring 2024; fall 2024

AD 300   Research in Advertising and Public Relations   3 Hours
Prepares students to perform and supervise preliminary research in advertising and public relations environments. Includes consumer analysis, media tracking, attitude measurement, copy testing, online research and evaluation of externally supplied research. Note: Permission of instructor may be required.
Prerequisite(s): (AD 240 with a minimum grade of C or COMM 200 with a minimum grade of C or PR 255 with a minimum grade of C) and (MATH 109 or MATH 115 or MATH 116 or MATH 117 or MATH 123 or MATH 183)
Restriction(s): Enrollment is limited to students in Industrial Education (081) , Visual Arts (514) , Corp. Organ. Communication (522) , News/Editorial Journalism (716) , Marketing (720) , Mass Communication (725) , Broadcasting (726) , Advertising (727) , Public Relations (763) or Communication Studies (792)
Recent Term(s) Offered: spring 2022; spring 2024

AD 321   Communications Analytics in Public Relations and Advertising   3 Hours
Introduction to practical application of the platforms, tools, data sources, and distribution channels of communications analytics in public relations and advertising.
Prerequisite(s): PR 255 or AD 240 or COMM 212 or permission of instructor
Equivalent(s): COMM 321, PR 321
Recent Term(s) Offered: None

AD 330   Branding   3 Hours
Process of creating and projecting a distinctively authentic personality for a business. Covers traditional and digital methods of branding, with a focus on user experience. Note: Permission of instructor may be required.
Prerequisite(s): (AD 300 with a minimum grade of C or COMM 300 with a minimum grade of C or PS 301 with a minimum grade of C or SOCL 302 with a minimum grade of C)
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

AD 349   Advertising Media   3 Hours
Study and evaluation of principal advertising media, including newspapers, magazines, trade publications, radio, television and outdoor. Includes consideration of media and audiences, media rates, budgeting, negotiating, scheduling and evaluations. Note: Permission of instructor may be required.
Prerequisite(s): (COMM 300 with a minimum grade of C or PS 301 with a minimum grade of C or AD 300 with a minimum grade of C or SOCL 302 with a minimum grade of C)
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

AD 400   Special Topics Advertising   3 Hours (repeatable max of 6 hrs)
Various advertising topics not covered elsewhere in the curriculum. Note: Permission of instructor may be required.
Prerequisite(s): (COMM 200 with a minimum grade of C or ENG 300 with a minimum grade of C)
Restriction(s): Students with a semester level of Freshman may **not** enroll.
Recent Term(s) Offered: None

AD 401   ePortfolio   1 Hour
This course is designed as an online collection of artifacts that showcase the student's learning progression, achievement, and evidence of their capabilities in the Advertising and/or Branding industries. The ePortfolio review is conducted by industry professionals or Advertising faculty.
Prerequisite(s): AD 230 with a minimum grade of C and permission of instructor
Restriction(s): Enrollment is limited to students in Digital Advertising (1768)
Recent Term(s) Offered: None

AD 410   Portfolio   3 Hours
Students collaborate to research, create and promote websites and/or applications for commercial and non-commercial projects. Synthesizes all elements of user-experience design and branding.
Prerequisite(s): AD 330 with a minimum grade of C and AD 349 with a minimum grade of C
Restriction(s): Enrollment is limited to students in Advertising (727) or Advertising (Seeking Adm) (727P)
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; spring 2024

AD 415   Study Abroad in Advertising   3 Hours (repeatable max of 6 hrs)
Advertising and culture in international and cross-cultural locations. Repeatable once for a total of 6 hours.
Recent Term(s) Offered: None

AD 489   AD Internship or Practicum   3 Hours (repeatable max of 6 hrs)
Prerequisite(s): 18 hours in the major, and permission of instructor. For departmental majors only. Professional -quality experience outside or inside the University for a fixed period of time. Follow-up with consist student reports and employer evaluation. Open only to Advertising majors. Course will be repeatable once for credit (only 3 hours will count for credit toward major).
Restriction(s): Enrollment limited to students with a semester level of Junior or Senior.

Enrollment is limited to students in Advertising (727)
Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; fall 2024

AD 495   Independent Study in Advertising   1-6 Hours (repeatable max of 6 hrs)
Develops directed research in Advertising. Students must submit a written petition for faculty approval of the study in the semester prior to enrolling. Note: Permission of instructor.
Prerequisite(s): COMM 200 with a minimum grade of C
Recent Term(s) Offered: None