Courses

ADV 0853. Advertising and Globalization. 3 Credit Hours.
Explore the current global scope and reach of advertising in our connected, digital age. Study major interdisciplinary themes related to the spread of consumerism, self and social identity, global consciousness, and cross-cultural effects as a result of the worldwide spread of advertising as part of the free market system. Particular attention is given to cross-cultural issues related to cultural imperialism, legal and societal constraints, ethical questions, universal values and green marketing. Course work includes comprehensive survey of print and broadcast advertising found in other countries. NOTE: This course fulfills the World Society (GG) requirement for students under GenEd and International Studies (IS) for students under Core. Students cannot receive credit for this course if they have successfully completed ADV 0953.
Course Attributes: GG
Repeatability: This course may not be repeated for additional credits.

ADV 0953. Honors Advertising and Globalization. 3 Credit Hours.
Explore the current global scope and reach of advertising in our connected, digital age. Study major interdisciplinary themes related to the spread of consumerism, self and social identity, global consciousness, and cross-cultural effects as a result of the worldwide spread of advertising as part of the free market system. Particular attention is given to cross-cultural issues related to cultural imperialism, legal and societal constraints, ethical questions, universal values and green marketing. Course work includes comprehensive survey of print and broadcast advertising found in other countries. NOTE: This course fulfills the World Society (GG) requirement for students under GenEd and International Studies (IS) for students under Core. Students cannot receive credit for this course if they have successfully completed ADV 0853.
Cohort Restrictions: Must be enrolled in one of the following Cohorts: SCHONORS, UHONORS, UHONORSTR
Course Attributes: GG, HO
Repeatability: This course may not be repeated for additional credits.

ADV 1000. Topics in Advertising 1. 1 to 3 Credit Hour.
NOTE: For advertising majors only. Arranged each semester. Please consult with the instructor and/or check the course schedule for specific topic. This course introduces digital design basics, covering the Adobe suite of design software, as well as hands-on applications of fundamental CAD procedures. The creative projects and exercises through one-on-one instruction are structured to develop a foundational skill set that teaches students how to use the computer to make ads.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may be repeated for additional credit.

ADV 1001. Introduction to Digital Design Tools. 1 to 3 Credit Hour.
This introductory course of study is computer graphics for advertising majors. Focus is on achieving working knowledge of Adobe Photoshop and Illustrator. The Adobe Creative Suite is a major tool of the art direction trade. We use these tools to execute thoughtful concepts. To be a competitive job candidate, graduates will need proficiency in Photoshop, Illustrator and InDesign with working knowledge of Acrobat and Bridge. Over the course of the semester we will spend approximately 6 weeks each with Illustrator and Photoshop and 1.5 weeks with InDesign at an introductory level. Practice makes perfect. Instruction, exposure and experience with software will lead to mastery. We use course projects as an opportunity to develop portfolio work while practicing software lessons. Although we will discuss and critique design and concept for personal development, it will not be a part of student evaluation.
Department restrictions: Must be enrolled in one of the following Departments: SMC:Advertising
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may not be repeated for additional credits.

ADV 1004. Introduction to Marketing. 3 Credit Hours.
Introduction to the marketing process, including defining customer needs and wants, market segmentation strategies, and how organizations develop a strong value proposition. We will also examine the relationship between marketers and advertising agencies.
Repeatability: This course may not be repeated for additional credits.

ADV 1005. Introduction to Computer Graphics for Advertising. 1 to 3 Credit Hour.
The course of study is an introduction to digital design for projects related to advertising. Focus is on the basics of digital workflows and the Adobe Creative Suite: Illustrator, InDesign and Photoshop.
Repeatability: This course may be repeated for additional credit.

ADV 1010. Topics in Advertising 10. 3 Credit Hours.
Arranged each semester. Please consult with the instructor and/or check the course schedule for specific topic.
Repeatability: This course may be repeated for additional credit.
ADV 1101. Introduction to Media and Society. 3 Credit Hours.
The history, organization, creation, economics, control and effects of mass communications in the United States, including the relationships of media to one another and to the community at large with special emphasis on the roles and responsibilities of advertising, advertisers and agencies.
Repeatability: This course may not be repeated for additional credits.

ADV 1102. Introduction to Advertising. 3 Credit Hours.
This course introduces students to the function of advertising in the economy, to the strategic identification of markets and targets, to the creation and placement of advertising, and to the relationship of advertising agencies to advertisers and the media.
Repeatability: This course may not be repeated for additional credits.

ADV 1141. Introduction to Advertising Research. 3 Credit Hours.
This course covers the range of areas in which advertising research participates, or has primary responsibility for, in the advertising process. Focus is on the role of research in the advertising process (before, during and after the development of ad campaigns) and the design of research using various methodologies to accomplish effective research. NOTE: Advertising majors only.
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may not be repeated for additional credits.

ADV 1196. Persuasive Writing. 3 Credit Hours.
Students learn the rhetoric of writing intended to affect behavior. The basic crafts of grammar and composition are reviewed. Students explore consumer motivation as the focus of powerful, exciting advertising and written argument. NOTE: Advertising majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits.

ADV 2000. Topics in Advertising 2. 1 to 3 Credit Hours.
For advertising majors only. Arranged each semester. Please consult with the instructor and/or check the course schedule for specific topic.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may be repeated for additional credit.

ADV 2001. Intermediate Digital Design Tools. 1 to 3 Credit Hour.
This intermediate course of study is computer graphics for advertising majors. Focus is on achieving proficiency in Adobe Photoshop, InDesign and Illustrator. The Adobe Creative Suite is a major tool of the art direction trade. We use these tools to execute thoughtful concepts. To be a competitive job candidate, graduates need proficiency in Photoshop, Illustrator and InDesign with working knowledge of Acrobat and Bridge. Over the course of the semester we will spend 4 weeks each with Illustrator and Photoshop at an intermediate level and 6 weeks with InDesign at a beginner level. Practice makes perfect. Instruction, exposure and experience with the software will lead to mastery. We use course projects as an opportunity to develop portfolio work while practicing software lessons. Although we will discuss and critique design and concept for personal development, it will not be a part of student evaluation.
Department restrictions: Must be enrolled in one of the following Departments: SMC:Advertising
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may not be repeated for additional credits.

ADV 2010. Topics in Advertising 20. 3 Credit Hours.
Arranged each semester. Please consult with the instructor and/or check the course schedule for specific topic.
Repeatability: This course may be repeated for additional credit.

ADV 2052. Introduction to Typography. 1 to 3 Credit Hour.
This course offers an introduction to the elements of basic typography, including the history of letterforms, recognition and specification of existing typefaces, typographical style, and letterform design. An introduction to web fonts and digital typography practices will also be covered. Students will learn through a number of projects and class critiques. The primary objective of this course is to master the basic typographic principles and then to apply them in the appropriate context. For this introductory course a proficiency in the Adobe Creative Suite is not necessary; however, a working knowledge of Photoshop, Illustrator, and InDesign will certainly enhance your learning experience. The instructor will be available for questions, and will provide you with the requisite online tools to help you improve your skills.
Department restrictions: Must be enrolled in one of the following Departments: SMC:Advertising
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may not be repeated for additional credits.
ADV 2057. Creating and Filming Advertising from Script to Screen. 1 to 3 Credit Hour.
This hands-on course is designed to teach students how to take their advertising concepts through to final execution. Starting from the conceptual ideas for television commercials initially put down on paper, students are guided in following the steps toward visualizing how the idea would actually be shot. Students are coached in developing the skill of using their "mind's eye" in picturing the sequential frames of both short and long form television commercials. In addition to producing shooting boards for the commercials for several brands assigned throughout the course, students will learn the process of casting, location scouting, acquiring clearances and permits, and the basic economics related to making a commercial. The intended end product for each student will be a completed 30-second television commercial.

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Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may not be repeated for additional credits.

ADV 2101. Advertising Strategy and Positioning. 3 Credit Hours.
Students learn to connect message solutions to marketing problems through an understanding of the relationship of marketing strategy and brand positioning to communication strategies and advertising copy.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may not be repeated for additional credits.

ADV 2121. Copywriting: Introduction. 3 Credit Hours.
This course focuses on writing effective advertising messages for print and broadcast media. Emphasis is on craft, writing ability and style. Composition and the integration of graphic elements are explored. Practical assignments teach students how to use the most common copy techniques effectively to create advertising with stopping power.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may not be repeated for additional credits.

ADV 2131. Advertising Media Planning I. 3 Credit Hours.
In this basic course, students learn the analysis and understanding of communication vehicles as advertising media, the concepts and resources involved in developing media objectives and strategies, as well as media selection criteria and vehicle purchasing.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may not be repeated for additional credits.

ADV 2151. Visual Communication. 3 Credit Hours.
This course develops the intellectual skills necessary for the analysis, understanding and creation of media messages in the many formats of today's high-density visual environment. Students will be introduced to the syntax, grammar and rhetoric of visual communications.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising, Communication Studies
Repeatability: This course may not be repeated for additional credits.

ADV 3000. Special Topics in Advertising 3. 1 to 3 Credit Hour.
This advanced course of study is computer graphics for advertising majors. Focus is on advanced mastery of the Adobe suite of software: Photoshop, In-Design, Illustrator.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may be repeated for additional credit.

ADV 3001. Advanced Digital Design Tools. 1 to 3 Credit Hour.
This advanced course of study is web design for advertising majors. Focus is on achieving working knowledge of Adobe Dreamweaver, HTML and CSS. We use these advanced tools to execute thoughtful concepts. The web is a major discipline of advertising art direction. To be a competitive job candidate, graduates need mastery of Photoshop, Illustrator and InDesign as well as a proficient working knowledge of HTML and CSS. As the third in the Digital Design Tools sequence, this challenging course offers a professional level tutorage in mastering the requisite software and platform packages one needs in order to enter the digital realm of advertising. Over the course of the semester we will spend 4 weeks each with Dreamweaver and HTML at an intermediate level and 6 weeks with CSS at a beginner level. Practice makes perfect. Instruction, exposure and experience with the software will lead to mastery. We will use course projects as an opportunity to develop portfolio work while practicing software lessons. Although we will discuss and critique design and concept for personal development, it will not be a part of student evaluation.

Department restrictions: Must be enrolled in one of the following Departments: SMC:Advertising
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may not be repeated for additional credits.
ADV 3003. National Student Advertising Competition Preparation. 1 to 3 Credit Hours.
Students begin strategic research and creative thinking related to national competition (NSAC) hosted in spring. This elective serves as a preliminary to ADV 4103.
Department restrictions: Must be enrolled in one of the following Departments: SMC:Advertising
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Level Registration Restrictions: Must be enrolled in one of the following Levels: Undergraduate
Degree Restrictions: Must be enrolled in one of the following Degrees: Bachelor of Arts
College Restrictions: Must be enrolled in one of the following Colleges: Media and Communication
Repeatability: This course may be repeated for additional credit.

ADV 3010. Topics in Advertising 30. 3 Credit Hours.
Arranged each semester. Please consult with the instructor and/or check the course schedule for specific topic.
Repeatability: This course may be repeated for additional credit.

ADV 3022. Copywriting: Print. 3 Credit Hours.
The emphasis of this advanced writing course is on perfecting copywriting skills, encompassing newspapers, magazines, direct mail, and outdoor posters. Students will learn both short and long body copy applications. Students will also learn the characteristics of each medium allowing them to create compelling advertising for these media. Students will learn to combine words and visuals into one coherent message. A knowledge of QuarkXpress, Adobe Photoshop and/or Adobe Illustrator is suggested. NOTE: Advertising majors only.
Field of Study Restrictions: Must be enrolled in one of the following Majors: Advertising
Repeatability: This course may not be repeated for additional credits.

ADV 3023. Copywriting: Broadcast. 3 Credit Hours.
The emphasis of this advanced writing course is on perfecting copywriting skills specifically for radio and television, with a touch of film and video applications. Students are taught conceptual and production aspects of the broadcast media, including the importance of message, music, sound effects and visual storytelling. The course also enhances students' creative abilities with techniques of script writing, storyboarding and production vocabulary.
NOTE: Advertising majors only.
Repeatability: This course may not be repeated for additional credits.

ADV 3032. Advertising Media Planning II. 3 Credit Hours.
This advanced course focuses on the art and craft of media planning for large budget brands competing in today’s complex media environment. Rooted in a concrete understanding of social communications as economic communications, students explore the conceptual foundations of media planning and produce professional quality media plans. NOTE: Advertising majors only.
Repeatability: This course may not be repeated for additional credits.

ADV 3033. Marketing Media Products. 3 Credit Hours.
This course focuses on the development and positioning of media franchises for print and video products, plus the marketing and sale of broadcast and web-based products to consumers and advertisers. All media types are addressed. Students will learn how to articulate and present media vehicles, the conduct of sales calls, and negotiation techniques. NOTE: Advertising majors only.
Repeatability: This course may not be repeated for additional credits.

ADV 3042. Quantitative Advertising Research. 3 Credit Hours.
Delving more closely into the planning and execution of effective quantitative advertising research, the objective of this course is to provide students with direct learning experience through the use of discussion, case studies and projects. Focus is on understanding the uses of quantitative research in the advertising development and tracking process, and executing projects with a specific goal in mind. This course will investigate the design, execution, and analysis of various kinds of surveying, including copy tests and campaign tracking, and is a foundation for students who wish to pursue a career in advertising research and planning. NOTE: Advertising majors only. Must have prerequisite: ADV 1141 (0070).
Repeatability: This course may not be repeated for additional credits.

ADV 3043. Qualitative Advertising Research. 3 Credit Hours.
This course will concentrate on the role of qualitative research in advertising. Through the use of discussion, case studies and projects, it focuses on how advertisers and agencies use qualitative methods like focus groups, in-depth interviews, and ethnography to uncover consumer insights. This course will investigate the design and execution of these various kinds of qualitative research techniques, and is a foundation for students who wish to pursue a career in advertising research and planning. NOTE: Advertising majors only. Must have prerequisite: ADV 1141 (0070).
Repeatability: This course may not be repeated for additional credits.

ADV 3052. Art Direction I: Concept & Layout. 3 Credit Hours.
As the first in the Advertising Art Direction track, students gain a comprehensive understanding of how ideas become branded visual communications that engage, capture and persuade audiences. Through regular lecture, reading and project critique, emphasis is placed on combining the fundamental tools of graphic design with creative brainstorming to arrive at fresh, branded concepts. This course focuses primarily on concept and layout for the print medium, and lays the foundation for Art Direction II. NOTE: Students are expected to be proficient in the computer graphics programs (Adobe Photoshop, Illustrator and InDesign) necessary to produce print work for this course. Students are encouraged to take a computer graphics course before or concurrently with 3052. NOTE: Advertising majors only. REQUIREMENTS: Students must have a working knowledge of Adobe PhotoShop in order to enroll in this course. An overall knowledge of the Adobe Creative Suite is recommended.
Repeatability: This course may not be repeated for additional credits.
ADV 3053. Art Direction II: Narrative & Multiple Media. 3 Credit Hours.
This advanced course emphasizes the visual, verbal, and conceptual skills of TV advertising as well as the interactive medium. Students will work with advertising strategies to create effective TV storyboards, web sites, and more. The use of typography, composition, photography, and illustration is implemented into each project. NOTE: Advertising majors only. REQUIREMENTS: Students must have a working knowledge of Adobe PhotoShop in order to enroll in this course. An overall knowledge of the Adobe Creative Suite is recommended.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 3052|Minimum Grade of C|May not be taken concurrently.

ADV 3082. Special Projects. 1 to 4 Credit Hour.
A special course of study in a particular area of advertising. Student works under the supervision of faculty, who approves and guides the study.
Repeatability: This course may be repeated for additional credit.

ADV 3101. Creative Thinking for Advertising. 3 Credit Hours.
This course uses team oriented sessions to develop the creative skills necessary for solving advertising problems. A cross discipline approach is utilized and "creatives" from various advertising and non-advertising disciplines participate as guest facilitators and speakers.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 2101|Minimum Grade of C|May not be taken concurrently
OR ADV 2121|Minimum Grade of C|May not be taken concurrently
OR ADV 2131|Minimum Grade of C|May not be taken concurrently
OR ADV 2151|Minimum Grade of C|May not be taken concurrently.

ADV 3171. Diamond Edge Communication. 1 to 3 Credit Hour.
Student operation of an advertising agency for nonprofit accounts in the Philadelphia market area with advertising faculty supervision. Hands-on learning in creative, media, research and management. Students work in teams to solve real world advertising and marketing communication problems for real clients.
Repeatability: This course may be repeated for additional credit.

ADV 3185. Advertising Internship. 1 to 3 Credit Hour.
This course offers hands-on, organized, professional work, under supervision in selected advertising agencies, marketing communications or advertising departments within corporations. NOTE: This course may be substituted for ADV 3171 (0290).
Repeatability: This course may be repeated for additional credit.

ADV 4034. Advertising Account Management. 3 Credit Hours.
This course teaches the management of the agency-client relationship, involving account executives and brand managers. Students will learn how to adapt to client corporate cultures, cooperative strategy development, account coordination, profit management, people management and the evaluation, presentation and sale of advertising concepts, executions and services.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 3032|Minimum Grade of C|May not be taken concurrently
OR ADV 3033|Minimum Grade of C|May not be taken concurrently

ADV 4044. Advertising Account Planning. 3 Credit Hours.
This course will concentrate on the roles and responsibilities of account planners in advertising. It will focus on how research uncovers consumer insights, and probe how these findings are applied throughout the process of developing marketing communications. The course addresses how account planners work with the creative and management teams to ensure that the voice of the consumer is a constant focus in the advertising process. The course replicates this experience in a brand's lifespan, and provides a hands-on exposure to this multi-faceted career. NOTE: Advertising majors only.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 3042|Minimum Grade of C|May not be taken concurrently
OR ADV 3043|Minimum Grade of C|May not be taken concurrently.

ADV 4064. Advertising Portfolio. 3 Credit Hours.
This course brings together copywriters and art directors in two person teams. They work together to create exciting examples of advertising from initial conceptual schemes to comprehensive finished ads. The ads include full treatments of copy and art executed as take-home assignments and discussed in class.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 3022|Minimum Grade of C|May not be taken concurrently
OR ADV 3023|Minimum Grade of C|May not be taken concurrently
OR ADV 3053|Minimum Grade of C|May not be taken concurrently.
ADV 4101. Interactive Media, Marketing and Advertising. 3 Credit Hours.
This advanced course explores the dynamic space of Interactive, primarily web-based media. Specifically, we explore how advertisers can use best practices in this space to create branded programs which are seamlessly integrated with offline, general advertising and marketing efforts. Attention is paid to creating interactive tactics that consider the client's business objectives and audience experience. Lectures and practice focus on information architecture, interaction design, compelling copy and audience usability. Through group and individual projects, test and in-class assignments, students solve brand problems and extend brand personality to interactive media (web, mobile, etc.) in a way that connects with, engages and persuades audiences. NOTE: We will be focusing on process and tactics of brand interactive programs, not building web sites. Students who are interested in understanding how to build web sites are encouraged to take complementary coursework in computer programming (HTML, Dreamweaver, Flash, etc.).
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 2000 to 2999| Required Courses:3|Minimum Grade of C|May not be taken concurrently.

ADV 4102. Advertising Campaigns. 3 Credit Hours.
This capstone course involves the preparation and production of an advertising campaign for a brand or service. Competing teams of students produce marketing analysis, consumer research, advertising strategies, media plans, and design and produce print advertisements and broadcast commercials.
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
(ADV 2101|Minimum Grade of C|May not be taken concurrently
AND ADV 2121|Minimum Grade of C|May not be taken concurrently
AND ADV 2131|Minimum Grade of C|May not be taken concurrently
AND ADV 2151|Minimum Grade of C|May not be taken concurrently
AND ADV 3000 to 3999| Required Courses:2|Minimum Grade of C|May not be taken concurrently).

ADV 4103. American Advertising Federation Contest. 3 Credit Hours.
Students develop a comprehensive marketing and advertising campaign for a major advertiser and compete with universities across America for first place in this National College Competition. Teams work under supervision of advertising faculty in researching the account and in developing strategy, creative and media. NOTE: This is an alternative Capstone course.
Repeatability: This course may not be repeated for additional credits.

ADV 4196. Morality, Law and Advertising. 3 Credit Hours.
The focus of this course is on the legal and ethical constraints on advertising practice. Federal laws and regulations, media standards and practices and professional ethics establish what can or cannot be said or done in advertising but, after all that, there is corporate and personal social responsibility and morality. Topics include deception, copyright infringement, right of publicity, comparative advertising and moral philosophy.
Course Attributes: WI
Repeatability: This course may not be repeated for additional credits
Pre-requisites:
ADV 2000 to 2999| Required Courses:3|Minimum Grade of C|May not be taken concurrently
OR CMST 2111|Minimum Grade of C|May not be taken concurrently.

ADV 4882. Independent Study. 1 to 4 Credit Hour.
Supervised reading, research, report or special project on an advanced level related to advertising management, media, research or creative.
Repeatability: This course may be repeated for additional credit.

ADV 9082. Directed Projects. 1 to 8 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.

ADV 9083. Directed Readings. 1 to 4 Credit Hour.
Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate
Repeatability: This course may be repeated for additional credit.