

# Advertising (ADV)

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Course information contained within the Bulletin is accurate at the time of publication in June 2025 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

**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, SI

**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.

**Course Attributes:** GG, HO, SI

**Repeatability:** This course may not be repeated for additional credits.

**ADV 1000. Topics in Advertising 1. 3 Credit Hours.**

This course number is reserved for Special Topics courses.

**Repeatability:** This course may be repeated for additional credit.

**ADV 1001. Introduction to Digital Design Tools for Advertising. 3 Credit Hours.**

This introductory course of study is computer graphics for advertising students and other 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 advertising 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 advertising 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.

**Repeatability:** This course may not be repeated for additional credits.

**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 1103. Digital Media and Advertising. 3 Credit Hours.**

Explores the development of digital media and their impact on integrated marketing communications and consumer behavior. Analyzes the use of digital media in brand building, advertising communications, direct response and database marketing, and sales promotions. Includes examinations of strategic planning, and communication aspects of websites, online advertising, email marketing, mobile advertising, interactive kiosks, and more. Provides principles such as user experience, content organization, navigation development, and interface design necessary to develop persuasive digital marketing materials. This course is designed to immerse you in the world of interactive media and user-centered design focusing on digital branding and strategy with extreme focus on how marketers leverage this powerful medium for their brands. NOTE: This class is cross listed with ADV 4101. Students cannot receive duplicate credit for both classes.

**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.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**ADV 1901. Honors Media and Society. 3 Credit Hours.**

This Honors course will provide Honors students with a broad, comprehensive overview of the revolutionary role of media in society throughout history. This course will examine both traditional mass media as well as digital media. We will utilize contemporary sources and examine current events to enhance your understanding of the way media shapes your world. Students will be challenged to think critically about the power, persuasiveness and ethical issues related to the media in general and the advertising industry in particular.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2000. Topics in Advertising 2000. 3 Credit Hours.**

This course number is reserved for special topics courses.

**Repeatability:** This course may be repeated for additional credit.

**ADV 2001. Intermediate Digital Design Tools for Advertising. 3 Credit Hours.**

Focus is on achieving proficiency in Adobe Photoshop, InDesign and Illustrator for advertising art direction majors. The Adobe Creative Suite is a major tool of the art direction trade. We use these tools to execute thoughtful advertising concepts. To be a competitive advertising art direction 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 advertising 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.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1001 or 'Y' in CRAD01)

**ADV 2002. Search Engine Optimization. 3 Credit Hours.**

Search Engine Optimization (SEO) has become a fundamental part of the marketing mix. 80 percent of people go to Google first when searching for information online. This gives companies the opportunity to be present in the search engine results with content and solutions. We can use search insights to make smarter marketing decisions and be present with the right content in the moments that matter to users. This improves user experience and allows for more meaningful engagement between brands and their target market. With the right content strategy, a website can also serve as a personal shopper for users and a strong intermediary between potential customers and sales teams. Throughout this course, you will gain a solid understanding of the fundamentals of search and how companies use search to make money and drive leads. You will learn from real world case studies, hear from top search experts in the field, and develop your own strategies in a fast-paced learning environment. Although this is not a social media or PR class, search is a fundamental part of everything we do as digital advertisers and marketers. As such, we will be dipping our toes in social, PR and digital journalism as it relates to search.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2005. Social Media Marketing. 3 Credit Hours.**

Learn the strategy behind social media marketing plans. Topics include examination of social etiquette, organization and operation of social media strategies, and the historical lead-up to this brave new world. Over the last 5 years, social media marketing has grown from a fad to the go-to paradigm for reaching millions of consumers. While corporations, non-profits, and government institutions struggle to successfully connect with larger communities on social channels, it is imperative to understand the challenges, opportunities, and relationships that exist in the social spectrum. Focusing on the "social" and remembering the "marketing" - the class, students, and instructor will all practice what they preach, by incorporating social and digital efforts into their classwork, quizzes and assignments.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2052. Introduction to Typography. 3 Credit Hours.**

This course offers art direction track students an exploration of basic typography. Topics covered include typographic history, specification and recognition of existing typefaces, typographical style, and letterform design covering both print and digital applications. Students will learn through a combination of homework assignments, projects, and class critiques. The primary objective is to master basic typographic principles and apply them in the appropriate context through both hand done and digital executions. It is suggested, but not required, that students take ADV 3052 Art Direction I: Concept and Layout prior to enrolling in this course, as an understanding of concept and layout is expected.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1001 (may be taken concurrently), ADV 2001 (may be taken concurrently), 'Y' in CRAD01, or 'Y' in CRAD06) and (ADV 2151 or 'Y' in CRAD11)

**ADV 2057. Creating and Filming Advertising from Script to Screen. 3 Credit Hours.**

Unlock the secrets of transforming a script into a compelling TV ad with our immersive course in television advertising production. Designed for students with a passion for the dynamic world of advertising, this course provides a comprehensive journey through the entire process of creating a polished TV ad from concept to final product. Meet the people responsible for helping to bring concepts to life, including directors, producers, talent agencies, set designers, and composers. 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. By the end of this course, students will build the skills and knowledge needed to transform a script into a polished TV ad, ready to captivate audiences and make a lasting impression.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2102. Introduction to Pharmaceutical Advertising. 3 Credit Hours.**

Many of the advertising and marketing-related jobs in the Philadelphia region are in pharmaceutical ad agencies. This course will introduce students to the pharmaceutical advertising industry and its many opportunities for advertising professionals, and prepares interested students to pursue opportunities in the industry. You'll learn how companies market branded and generic drugs, vaccines, blood products, medical devices and other biologics. You'll learn about targeting health care professionals, patients and other consumers. You'll learn about global conglomerates, Fortune 500 companies, and upstarts and about vital regulatory issues.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2103. Introduction to Web Design and Development for Advertising. 3 Credit Hours.**

Web Design and Development will give you the necessary tools to get you ahead of the competition when you graduate. In this class, you will take your skills to the next level by creating interactive websites that ad agencies and their clients demand. You will learn the theory of website design: color theory, imagery, layout, typography, etc. and then apply these concepts into a fully functioning website using HTML and CSS. Your final project will become a key component of your advertising portfolio.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2104. Personal Branding. 3 Credit Hours.**

This course will look at the new channels of communication that make up the social media and Web 2.0 space. The Internet is making personal branding accessible to everyone. Personal branding means promoting your own skills and strengths. Blogging and social networks are ways of reaching your target audience. Through the use of case studies and real-life media examples, you will learn how to embrace social networks, user generated content, and blogs, to name just a few channels. These channels will enable you to manage your online reputations and create your own "personal buzz."

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2111. Introduction to Marketing. 3 Credit Hours.**

This course will introduce students to the marketing process, including creating customer value and building profitable customer relationships. Students will learn how organizations develop a strong value proposition to enable them to win, retain and grow their customer base. This course will also examine the relationship between marketers and advertising agencies, and will focus on the role of advertising in the marketing process. Note: Students cannot receive duplicate credit for this course and ADV 1004.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2121. Introduction to Copywriting. 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.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1196 or 'Y' in CRAD05)

**ADV 2131. Introduction to Media Planning. 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. Note: Prior to fall 2015, the course title was Advertising Media Planning I.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2141. Introduction to Brand Strategy and Research. 3 Credit Hours.**

The course covers the range of areas in which advertising research participates, or has the primary responsibility for, in the advertising process. Focus is on the role of research in the development of strategic advertising messages and the design of research using various methods to acquire useful insights. We will explore how these insights lead to strategies that inform effective and dynamic creative communications, and ultimately be the foundation of lasting successful brands. Students will have the unique opportunity to learn the fundamentals of branding (from theory to creative execution), how to build brand equity through proper brand positioning, how to use creative brief and strategy documents, and how to guide and inspire the creation of effective advertising. Note: Students cannot receive duplicate credit for this class and ADV 2101. Also note: Prior to fall 2017, the course title was "Introduction to Advertising Research and Strategy."

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2151. Introduction to Art Direction: Visual Communication. 3 Credit Hours.**

This course develops an understanding of the methods employed in solving communications problems in advertising with visuals. Students will explore the creative process of making images that can move ideas and information to the minds of others. (Prior to fall 2015, the course title was Visual Communication.)

**Repeatability:** This course may not be repeated for additional credits.

**ADV 2451. The Influence of Media on Children. 3 Credit Hours.**

How are children affected by the media they consume? This course will explore the key areas in which media affect children, including consumerism, violence, sexuality, representation of body image, gender, race, ethnicity, etc. The course will analyze the research on how media affects children and will include basic child development. This course will incorporate a production assignment to introduce students to production for children as an audience.

**Course Attributes:** SI

**Repeatability:** This course may not be repeated for additional credits.

**ADV 3000. Topics in Advertising 3000. 3 Credit Hours.**

This course number is reserved for special topics courses.

**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.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 3002. Advertising and Society. 3 Credit Hours.**

Advertising plays an important role in driving business success, but its impact can extend beyond the corporate bottom line. Advertising is also not created in a vacuum but is instead shaped by a myriad of social forces. As such, this course examines the dynamic and interactive relationship between advertising and its broader societal context. In particular, the course will direct students to consider the merits and critiques of a variety of advertising practices and product categories from cultural, economic, and ethical perspectives.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1101 or 'Y' in CRAD02), (ADV 1102 or 'Y' in CRAD03), (ADV 1196 or 'Y' in CRAD05), (ADV 1103 or 'Y' in CRAD04), and Complete 3 of the following: (ADV 2111 (may be taken concurrently) or 'Y' in CRAD07), (ADV 2121 (may be taken concurrently) or 'Y' in CRAD08), (ADV 2131 (may be taken concurrently) or 'Y' in CRAD09), (ADV 2141 (may be taken concurrently) or 'Y' in CRAD10), and (ADV 2151 (may be taken concurrently) or 'Y' in CRAD11)

**ADV 3003. National Student Advertising Competition Preparation. 3 Credit Hours.**

This elective is only offered in the fall semester. Students conduct research and develop strategic plans in preparation for the spring semester class ADV 4103 National Student Advertising Competition (NSAC). In the fall class, students analyze the case study provided by the American Advertising Federation (AAF), conduct market research (both primary and secondary) on the target brand, competitive brands, and consumer behavior related to the category. The objective for the class is to master a comprehensive knowledge of the brand and its position in the marketplace to uncover insights that lead to a successful strategy for the NSAC advertising campaign. Permission of the instructor is required. NOTE: Enrollment in this class does not guarantee a place in ADV 4103 and on the NSAC team. Students must apply for a place in that class and are chosen by the spring instructor following a highly competitive process. Selected students will be notified before the start of the spring semester. This course is not required for students who wish to enroll in ADV 4103.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C in (ADV 2141 or 'Y' in CRAD10)

**ADV 3004. Klein Online Marketing Challenge. 3 Credit Hours.**

The Klein Online Marketing Challenge is a unique opportunity for students to experience and create online marketing campaigns using Google AdWords and Google+. Students develop and run an online advertising campaign for a business or non-profit organization over a three week period. Students compete against other teams of Temple students. There is a \$30 fee per student to enroll in this course to offset the cost of Google AdWords, but this is in place of a textbook.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1102 or 'Y' in CRAD03), (ADV 1103 or 'Y' in CRAD04), ADV 2002, ADV 2005, and (ADV 2131 or 'Y' in CRAD09)

**ADV 3006. Representation in the Media. 3 Credit Hours.**

What are media representations, and why do they matter? What is the relationship between media representations and stereotypes? How do media represent diversity and its issues? What responsibility do we have - as media consumers, scholars, and future practitioners - to think about and address the problems of representation? This course will explore these questions by examining the relationship between media and representation. Looking at media such as advertising, news, TV, music, and social media, we will explore how media representations get created and circulated, how stereotypes are formed and understood, and what might be done to challenge or dismantle negative representations.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 3007. Psychology of Advertising. 3 Credit Hours.**

This course provides an overview of key underlying psychological theories and research that can explain how advertising affects people. The focus is on psychological theories over more socially oriented approaches. Understanding psychological perspectives on how advertising works offers a critical foundation for developing advertising strategy and making decisions as a consumer.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1101 or 'Y' in CRAD02), (ADV 1102 or 'Y' in CRAD03), (ADV 1196 or 'Y' in CRAD05), (ADV 1103 or 'Y' in CRAD04), and Complete 3 of the following: (ADV 2111 or 'Y' in CRAD07), (ADV 2121 or 'Y' in CRAD08), (ADV 2131 or 'Y' in CRAD09), (ADV 2141 or 'Y' in CRAD10), and (ADV 2151 or 'Y' in CRAD11)

**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 3011. Data Visualization and Advertising. 3 Credit Hours.**

The purpose of this course is to teach you how to communicate effectively using data. You'll learn how to do explanatory analysis and use storytelling techniques to engage, inform, and persuade an audience. In this course, you will be required to present publicly (using data to establish credibility and charts to support your arguments) in efforts to sell your ideas. This course builds on the exploratory analysis techniques taught in Digital Analytics and Reporting, which is a prerequisite for this course. Upon completion of this course, you will be a stronger presenter with a firm handle on data visualization best practices.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 3031 or 'Y' in CRAD14)

**ADV 3012. Legal and Moral Issues in 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. Do not take this course if you have previously successfully completed Advertising 4196.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1101 or 'Y' in CRAD02), (ADV 1102 or 'Y' in CRAD03), (ADV 1196 or 'Y' in CRAD05), (ADV 1103 or 'Y' in CRAD04), and Complete 3 of the following: (ADV 2111 or 'Y' in CRAD07), (ADV 2121 or 'Y' in CRAD08), (ADV 2131 or 'Y' in CRAD09), (ADV 2141 or 'Y' in CRAD10), and (ADV 2151 or 'Y' in CRAD11)

**ADV 3013. The User Experience. 3 Credit Hours.**

The User Experience course will explore the art of designing usable, useful and enjoyable human-computer interfaces, with an emphasis on user-centered design techniques. The importance and necessity of effective interaction design techniques will be highlighted, and current design methodologies and principles across multiple platforms will be discussed.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 3022. Copywriting for Print and Web. 3 Credit Hours.**

The emphasis of this advanced writing course is on perfecting copywriting skills, encompassing the web, 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 Adobe InDesign, Adobe Photoshop and/or Adobe Illustrator is suggested. NOTE: Advertising majors and Content Creation minors only.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2121 or 'Y' in CRAD08)

**ADV 3023. Copywriting for Radio, TV and Video. 3 Credit Hours.**

The emphasis of this advanced writing course is on perfecting copywriting skills specifically for radio and television 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.

**Pre-requisites:** Minimum grade of C in (ADV 2121 or 'Y' in CRAD08)

**ADV 3030. Innovations in Advertising Tech. 3 Credit Hours.**

This course will provide students with the opportunity to learn data-driven forms of marketing and media planning. Students will learn how digitization is shifting media buying from mass media to personal media, how data powers these transactions and how data can be used to help identify and optimize audiences.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C in (ADV 2131 or 'Y' in CRAD09) and (ADV 3031 or 'Y' in CRAD14)



**ADV 3031. Digital Analytics and Reporting. 3 Credit Hours.**

This course will examine how traditional, internet and mobile advertising differ in their ability to track and analyze responses. What key measurement metrics are used by each form of media? What analytic tools are used? What is the impact of social media and electronic word-of-mouth marketing, and how can these be measured? Students will learn key digital measurement terms and methods of analysis.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2111 (may be taken concurrently), ADV 2131 (may be taken concurrently), ADV 2141 (may be taken concurrently), 'Y' in CRAD07, 'Y' in CRAD09, or 'Y' in CRAD10)

**ADV 3033. Advertising Sales. 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. For students in the Advertising major's Media Planning and Account Management concentrations only. (Prior to fall 2015, the course title was "Marketing Media Products.")

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2131 (may be taken concurrently), ADV 2111 (may be taken concurrently), 'Y' in CRAD09, or 'Y' in CRAD07)

**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.

**Pre-requisites:** Minimum grade of C in (ADV 2141, ADV 1141, or 'Y' in CRAD10)

**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.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2141 or 'Y' in CRAD10)

**ADV 3050. Advanced Topics in Art Direction. 3 Credit Hours.**

This course gives upper level art direction students a chance to more deeply explore specific topics in advertising that will help prepare them for a wider range of opportunities post graduation. Students will be given a chance to experience a variety of subject matter, such as creating multimedia advertising specifically on social media, creating motion media and other topics that will give students a creative edge. Topics will vary each semester.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C in (ADV 1001 or 'Y' in CRAD01), ADV 2101, and (ADV 3052 or 'Y' in CRAD17)

**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.

**Pre-requisites:** Minimum grade of C in (ADV 2151 or 'Y' in CRAD11) and (ADV 1001 (may be taken concurrently), ADV 2001 (may be taken concurrently), 'Y' in CRAD01, or 'Y' in CRAD06)

**ADV 3053. Art Direction II: Narrative and Multimedia. 3 Credit Hours.**

This course is designed to increase your fluidity with advertising design and conceptualizing in multiple mediums. As the second level course for your Art Direction concentration, this course again focuses on thinking creatively, cleverly, and unconventionally. We will focus on applying these strengths toward working in a variety of both traditional and non-traditional mediums.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2151 or 'Y' in CRAD11), (ADV 3052 or 'Y' in CRAD17), and (ADV 1001 (may be taken concurrently), ADV 2001 (may be taken concurrently), 'Y' in CRAD01, or 'Y' in CRAD06)

**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:** Minimum grade of C in (any 2000-level ADV course (may be taken concurrently), CMST 2111, 'Y' in CRAD19, or 'Y' in CRAD02)

**ADV 3171. Diamond Edge Communication. 3 Credit Hours.**

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.

**Pre-requisites:** Minimum grade of C in ((ADV 3052 and ADV 3053), (ADV 3022 and ADV 3023), (ADV 3031 and ADV 3033), (ADV 3031 and ADV 3043), (ADV 3052 and 'Y' in CRAD18), (ADV 3053 and 'Y' in CRAD17), (ADV 3022 and 'Y' in CRAD13), (ADV 3023 and 'Y' in CRAD12), (ADV 3031 and 'Y' in CRAD15), (ADV 3033 and 'Y' in CRAD14), (ADV 3031 and 'Y' in CRAD16), (ADV 3043 and 'Y' in CRAD14), ('Y' in CRAD17 and 'Y' in CRAD18), ('Y' in CRAD12 and 'Y' in CRAD13), ('Y' in CRAD14 and 'Y' in CRAD15), or ('Y' in CRAD14 and 'Y' in CRAD16))

**ADV 3185. Advertising Internship. 1 to 4 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. Open to juniors and seniors only.

**Repeatability:** This course may be repeated for additional credit.

**ADV 3900. Honors Special Topics. 3 Credit Hours.**

Honors Special Topics Course in Advertising.

**Course Attributes:** HO

**Repeatability:** This course may not be repeated for additional credits.

**ADV 4034. 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. Note: Account Management majors only.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2111 (may be taken concurrently) or 'Y' in CRAD07), (ADV 3031 (may be taken concurrently) or 'Y' in CRAD14), and (ADV 3033 (may be taken concurrently) or 'Y' in CRAD15)



**ADV 4044. Advanced Brand Strategy. 3 Credit Hours.**

Strategic brand planning in advertising exists with the purpose of creating communications that connect with consumers by deriving unique insights from knowledge. Identifying key insights can transform businesses and ultimately be the foundation of lasting successful brand messaging. This capstone course focuses on the integration of consumer / market research and creative analysis in the development of brand communication strategies and the creative brief. Note: Prior to Fall 2025, this course was titled "Account Planning."

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2141 or 'Y' in CRAD10), (ADV 3031 (may be taken concurrently) or 'Y' in CRAD14), and (ADV 3043 or 'Y' in CRAD16)

**ADV 4054. Advanced Media Planning. 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: The student cannot receive duplicate credit for this course and ADV 3032.

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 2131 or 'Y' in CRAD09), (ADV 3031 (may be taken concurrently) or 'Y' in CRAD14), and (ADV 3033 (may be taken concurrently) or 'Y' in CRAD15)

**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:** Minimum grade of C in ((ADV 3052 and ADV 3053), (ADV 3022 and ADV 3023), (ADV 3052 and 'Y' in CRAD18), (ADV 3053 and 'Y' in CRAD17), (ADV 3022 and 'Y' in CRAD13), (ADV 3023 and 'Y' in CRAD12), ('Y' in CRAD17 and 'Y' in CRAD18), or ('Y' in CRAD12 and 'Y' in CRAD13))

**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:** Minimum grade of C in ((ADV 3031 and ADV 3033), (ADV 3022 and ADV 3023), (ADV 3031 and ADV 3043), (ADV 3052 and ADV 3053), (ADV 3031 and 'Y' in CRAD15), (ADV 3033 and 'Y' in CRAD14), (ADV 3022 and 'Y' in CRAD13), (ADV 3023 and 'Y' in CRAD12), (ADV 3031 and 'Y' in CRAD16), (ADV 3043 and 'Y' in CRAD14), (ADV 3052 and 'Y' in CRAD18), (ADV 3053 and 'Y' in CRAD17), ('Y' in CRAD14 and 'Y' in CRAD15), ('Y' in CRAD12 and 'Y' in CRAD13), ('Y' in CRAD14 and 'Y' in CRAD16), or ('Y' in CRAD17 and 'Y' in CRAD18))

**ADV 4103. National Student Advertising Competition. 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. This is an alternative Capstone course. NOTE: Selection for the NSAC team is a highly competitive process. Students must apply and are registered only with the permission of the instructor. Students are not required to take the NSAC Strategy and Positioning course (ADV 3003: NSAC Preparation) to enroll in ADV 4103.

**Repeatability:** This course may be repeated for additional credit.

**Pre-requisites:** Minimum grade of C in (2 3000-level ADV courses (may be taken concurrently) or 'Y' in CRAD20)

**ADV 4197. Advanced Writing for Academic and Professional Communication. 3 Credit Hours.**

Throughout your career, you will discover that your ability to evaluate arguments, write persuasively and communicate clearly will help determine how successful you are in your chosen profession. In this course, we will explore and study a variety of writing styles including both academic writing and business communication. You will learn how to readily switch from one voice or writing style to another. This course will build on the knowledge students acquired in ADV 1196, Persuasive Writing.

**Course Attributes:** WI

**Repeatability:** This course may not be repeated for additional credits.

**Pre-requisites:** Minimum grade of C in (ADV 1101 or 'Y' in CRAD02), (ADV 1102 or 'Y' in CRAD03), (ADV 1196 or 'Y' in CRAD05), (ADV 1103 or 'Y' in CRAD04), and Complete 3 of the following: (ADV 2111 or 'Y' in CRAD07), (ADV 2121 or 'Y' in CRAD08), (ADV 2131 or 'Y' in CRAD09), (ADV 2141 or 'Y' in CRAD10), and (ADV 2151 or 'Y' in CRAD11)

**ADV 4571. International Studies in Media and Communication. 1 to 6 Credit Hour.**

This course is an immersive study of media and communication institutions, practices, norms, societal, governmental, and legal structures in a culture outside of the U.S. that is conducted during a Klein GO! program. Klein faculty lead students, while living abroad, in media consumption, in comparative analysis and evaluation of media and non-mediated communication, in interaction with local media and communication leaders in the program location. The specific aspects of media and communication to be covered will vary from city to city, and semester to semester, depending on the events of the day. Available only to student participating in a Klein GO! Program.

**Repeatability:** This course may be repeated for additional credit.

**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 5501. Advertising Research and Strategy. 3 Credit Hours.**

This course provides an overview of the process for developing and evaluating advertising strategy that is grounded in theoretical principles and supported by research. In particular, the course examines concepts and techniques that are useful for identifying consumer insights and social trends affecting communication strategy in the developmental phase and then measuring the effectiveness of those strategies in the evaluative stage. The course will review best practices in both qualitative and quantitative research techniques including attention to ethical considerations that are fundamental to consumer research. The aim of this course is to provide students with a better understanding of the role of theoretical principals and research in campaign development and evaluation while familiarizing students with the types and methods of research that are used in advertising practice.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 5502. Media Planning and Analysis. 3 Credit Hours.**

The focus of this course will be on the art and science of crafting a paid presence for large budget brands competing in today's complex media environment. Students explore the conceptual foundations of media planning with an eye towards effectively engaging a target audience, which has more control over media consumption than any prior generation. Coursework will explore how shifts from mass media to personalized content affect the opportunity to place branded messages and how socially active audiences can magnify a message for better or worse through their own personal networks. In-class discussion will explore the future of paid media placement, audience tolerances for ad-supported content and the economic implications of a shift from ad-supported to "free" content.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 5503. Persuasion and the Marketplace. 3 Credit Hours.**

This course explores the strategic use of communication to facilitate change. Theoretical frameworks will be taught and their applications explored. Discussion topics include behavior and attitude change in the contexts of health, social, and consumer behaviors. We will focus on moral and ethical issues in the marketplace as they relate to the fundamentals of persuasion theories. Additional topics for in-class discussion will focus on the moral and legal implications of advertising language, disclosure and transparency in a socially connected world. By the end of the course students will propose a strategic plan that utilizes persuasive theory to change the health, social, or consumer behavior of a hard to reach audience.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 5504. Visual Communication and Branding. 3 Credit Hours.**

"Visual branding" isn't just a buzz-phrase; it's a crucial part of every company's marketing strategy. Brand identity fuels recognition, increases differentiation, and symbolizes core values. Identity expresses itself in visual systems that shape audience perception. The course will examine how the disciplined process of branding can build awareness and extend loyalty in an audience.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 5505. User Experience Design and Strategy. 3 Credit Hours.**

User Experience Design and Strategy are practices that, when conducted empirically, will help ensure a successful digital experience. UX Design and Strategy seeks continuous customer feedback and validation that the brand or campaign is addressing customers' needs. This course is a combination of contemporary methodologies culled from several disciplines including user research, product design, and business strategy. Topics will include: competitive analysis and identification of marketplace opportunities, value innovation, rapid prototyping, customer discovery, and designing for conversion using metrics. By the conclusion of the course, each student should be equipped with a strategic method to quickly and effectively launch a product or service online. This course introduces the latest techniques for conducting user research, creating personas, and refining and optimizing particular user experiences. Topics include conducting user research, developing user personas and scenarios, information architecture, system and user interface design, prototype creation, and usability testing and analysis. Students develop and present a single comprehensive project for their portfolio that includes usability research and a working prototype.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 5506. Advanced Strategies in SEO and SEM. 3 Credit Hours.**

Search has become an indispensable utility. Search engines are a gateway to the world's collected knowledge and, most important to marketers, their use is a reflex action in response to curiosity. The Internet has rewired our decision process and forever changed how consumers buy. This course will explore what Google has coined the "Zero Moment of Truth", that crucial moment when the consumer researches their options prior to purchase. After completion of this course, students will understand how to evaluate brand positioning via various search engines, the tactics available to improve their visibility and how consumer behavior is continuing to change as search itself evolves.

**Repeatability:** This course may not be repeated for additional credits.

**ADV 9082. Directed Projects. 1 to 8 Credit Hour.**

**Repeatability:** This course may be repeated for additional credit.

**ADV 9083. Directed Readings. 1 to 4 Credit Hour.**

**Repeatability:** This course may be repeated for additional credit.