

Advertising (ADV)

Course information contained within the Bulletin is accurate at the time of publication in July 2024 but is subject to change. For the most up-to-date course information, please refer to the Course Catalog.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

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

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.