

ADVT - Advertising

ADVT 5100 Strategic Principles of Advertising and Marketing Communication (3)

Students learn the fundamental advertising and marketing communications terms, concepts, theories, and tools (traditional and nontraditional) used to assess an organization's marketing communications situation and derive an effective strategic plan to accomplish a client's marketing communications objectives. Topics include establishing objectives, competitive analysis, target market profile, consumer decision-making process, brand positioning, opportunity recognition and marketing communications plans.

ADVT 5321 Advertising Decision-Making (3)

This course examines case studies that cover decision making in all aspects of advertising management: target and audience identification, strategic planning, objective setting, creative strategy, media planning, budgeting, research and agency/client relationships.

ADVT 5410 Fundamentals of Branding (3)

The course introduces students to the components of building and maintaining successful brands. The course emphasizes fundamental concepts including brand identity, positioning strategies, value propositions, brand essence, brand personality and brand relation structure. Students will construct and maintain a clear brand narrative and learn to manage the evolution of a brand over time. The course will include nontraditional media and how to craft brand strategy using these new communications channels. **Prerequisite:** MEDC 5000.

ADVT 5550 Topics in Advertising/Marketing Communications (3-6)

This course offers a variety of topics to address emerging theories, practices, and applications in the field of advertising and marketing communications. Topics are timely and of interest to professionals currently working in or pursuing advertising and marketing communications-related careers. This course may be repeated once for credit if content differs and is appropriate for the student's course of study. **Prerequisites:** May vary with topic.