

Advertising Comm (ADVC) Courses

ADVC1010 Marketing Communications

This course covers the role of marketing communications in the overall marketing process. Emphasis is placed on the integration of advertising, sales promotion, public relations, and interactive marketing in the creation of effective and seamless communication strategies. Students learn how advertising messages are created using consumer insights and how messages are placed in a variety of media channels. Students also learn how each of the promotional mix elements can be used for specific purposes.

Prerequisite(s): FSM3075 or GDES1020 or HOSP3075 or MCST1005 or MRKT1001.

Offered at Charlotte, Online, Providence
3 Semester Credits

ADVC1011 Media Strategy

This course focuses on the process of media planning and buying with particular emphasis on traditional media. Students learn to use media research tools to select appropriate media vehicles that reach specific audiences. Topics include media strategy development, agency/media relations, reach and frequency optimization, and establishing budgets and costs.

Prerequisite(s): ADVC1010.

Offered at Charlotte, Online, Providence
3 Semester Credits

ADVC1021 Public Relations and Corporate Communications

This course introduces students to the basic writing requirements and functions of public relations and communications within contemporary organizations, including marketing communications, media relations and corporate communication documents. Particular emphasis is on the creation of both traditional and new media correspondence, such as press releases, media kit documents and client correspondence including agendas and meeting reports.

Prerequisite(s): MRKT1001.

Offered at Charlotte, Online, Providence
3 Semester Credits

ADVC2001 Creative Concepts and Strategy

This course prepares students to develop creative concepts based on research and sound selling positioning strategies. Emphasis is on teaching students to think both strategically and creatively for the wide range of media and communication tools used by today's advertiser. Students gain experience in developing creative concepts for magazines, newspapers, radio, television, billboards, brochures, catalogs and infomercials in traditional and new media. Particular emphasis is on developing strategies and writing creative strategy statements from which concepts are developed and executed.

Prerequisite(s): ADVC1010.

Offered at Charlotte, Online, Providence
3 Semester Credits

ADVC2002 Copywriting and Art Direction

This course is an introduction to the creative crafts of advertising: copywriting and art direction. The course covers the creative crafts in traditional media such as print, outdoor, broadcast and collateral, and in new media. Copywriting study includes headline writing, body copy, theme lines and tag lines, as well as script writing. Art direction study includes layout, design and typography. This course aids students in incorporating both copywriting and art direction disciplines into portfolio samples.

Prerequisite(s): ADVC2001 or GDES3050.

Offered at Online, Providence
3 Semester Credits

ADVC2025 Advanced Brand Communications

This course utilizes contemporary case analysis and real client projects to illustrate the effective use of public relations to achieve advanced integrated brand communication campaigns. Students learn to solve client communication problems and become brand advocates by applying a public relations process model to create a diverse range of traditional, digital and branded content media. Students write advanced brand communications for digital news media, social media and native advertising formats.

Prerequisite(s): ADVC1010 or ADVC1021.

Offered at Online, Providence
3 Semester Credits

ADVC3003 Advertising Campaigns

This advanced course covers the strategies employed to develop and implement successful communication campaigns using advertising, sales promotion, public relations and multimedia tools. Extensive analysis of successful communication campaign models is used to aid students in the development of creative and effective ideas. Students develop an advertising campaign for a marketing organization using one or more major selling ideas taught in the course.

Prerequisite(s): ADVC2001.

Offered at Charlotte, Online, Providence
3 Semester Credits

ADVC3010 Digital Media Planning

This course provides students with the skills and knowledge required to be successful in today's digital advertising industry. Students focus on how paid search and digital display is used to optimize return on investment for marketing organizations. Students calculate the costs of reaching audiences and assess results using analytical tools. Students have the opportunity to gain industry certifications in search and digital display advertising.

Prerequisite(s): ADVC1010 or DMSM1001 or SMW1001.

Offered at Charlotte, Online, Providence
3 Semester Credits

ADVC3050 Special Projects in Integrated Marketing Communications

This course provides students with the skills and knowledge required to be successful in today's fast-paced and dynamic advertising industry. Students majoring in advertising, marketing and graphic design are eligible for this course and work together in teams to develop and complete an integrated marketing communications plan consistent with what advertising agencies deliver to their clients. This course is offered twice over two consecutive terms. In the first term, students begin by conducting research for the client from which insights on positioning, creative and media strategies are developed. Strategies also include sponsorships, partnerships, events, public relations and the use of new media including digital, search optimization and social media strategies. In the following term, the course focuses on the execution of the various strategies including the creative, media, digital, social, web design, videos and collateral that are produced within a plans book and followed by a multimedia presentation that is presented to the client.

Prerequisite(s): ADVC1010, junior status.

Offered at Online, Providence
3 Semester Credits

ADVC4015 Integrated Marketing Communications Seminar I

This course provides students, working in teams, the opportunity to develop fully integrated marketing communications plans for marketing organizations in the for-profit and non-profit sectors. Students create a fully executed integrated marketing communications campaign, utilizing the appropriate promotional mix elements, and including development of the following strategies: research, targeting, positioning, creative, and media. The campaign culminates in a cohesive pitch presentation to the client. The course also focuses on the identification of ethical and legal issues in advertising and provides students the opportunity to develop employment-ready portfolios to apply to their job search.

Prerequisite(s): ADVC2001, junior status.

Offered at Online, Providence
3 Semester Credits

ADVC4016 Integrated Marketing Communications Seminar II

This course is the second part of ADVC4015. Students implement the strategy they developed in ADVC4015 and use their production budget and attendant costs. Students are required to design and produce advertising for print, broadcast, collateral, Internet and other forms (as recommended) of creative execution. The creative product must reflect an integrated communications concept and theme. Students also implement a public relations, sales promotion and direct marketing strategy that coordinates to reflect a seamless communications program.

Prerequisite(s): ADVC4015, junior status.

Offered at Online, Providence
3 Semester Credits

ADVC4020 Portfolio Seminar

This course is designed to give advertising students an experiential portfolio-building seminar often in a simulated work environment, under the supervision of faculty with expertise in the advertising industry. Students assess their body of work, focusing on refining and evolving selected pieces, to show prospective creative directors the depth of creative and strategic skills, across traditional, digital and immersive forms of media. Students complete the course with a diverse and competitive e-portfolio, with a clear positioning statement about themselves, for an entry-level position on the creative side of advertising, or related creative fields.

Prerequisite(s): ADVC4015 or MRKT3005.

Offered at Online, Providence

3 Semester Credits

ADVC4050 Search Engine Marketing

This course provides students with the knowledge and skills to develop effective search engine optimization practices with particular attention to content marketing strategies. Content marketing includes effective web writing and storytelling. Students explore the various components that go into creating websites resulting in high page rankings, leading to customer engagement and achieving organizational objectives. Topics include SEO architecture, key navigation and linking principles and content development and design principles. Dashboards are used to assess ROI and optimize website performance in terms of traffic and conversion. Certifications are available in Google Analytics.

Prerequisite(s): ADVC1010 or GDES1040, sophomore status.

Offered at Online, Providence

3 Semester Credits

ADVC4120 Marketing Communications in an International Context

This course is a variable credit course within the study abroad program. The student earns a variable 3.0 to 9 credits. The purpose of this course is for students to have an international experience in which they can gain firsthand knowledge of how organizations use positioning and communication strategies to achieve specific marketing objectives. Industry visits, cultural excursions and on-the-ground projects provide students with the knowledge and skills to develop integrated marketing communication plans, including advertising, public relations, and media strategies.

Prerequisite(s): ADVC1010, MRKT1001, acceptance into Study Abroad program.

Offered at Charlotte, Online, Providence

3-9 Semester Credits