

# Advertising Comm (ADVC) Courses

## **ADVC1010 Marketing Communications**

This course focuses on the role of integrated marketing communications in the overall marketing process. Emphasis is on the integration of advertising, sales promotion, public relations, direct marketing, personal selling and interactive marketing in the creation of effective relationships, communication theory and the creative process in achieving marketing objectives for brands. 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): (DME1020 or GDES1020) or (MCST1010 or COMM1010) or (MRKT1001 or HOSP3050). (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **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. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **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. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **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. (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **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 are responsible for developing several advertising campaigns for various marketing organizations, including a multilevel campaign that is chronicled in a comprehensive plan book.

Prerequisite(s): ADVC2001. (HY) (OL)

Offered at Charlotte, Denver, Online, Providence, Providence CE  
4.5 Quarter Credit Hours

## **ADVC3010 Digital Media Planning**

This course provides students with the skills and knowledge required to be successful in today's digital advertising industry. Students learn strategies to reach online audiences, calculate the costs to do so, and assess the results using analytical software tools. There is a focus on paid search optimization with an opportunity for students to gain industry certification in paid search.

Prerequisite(s): ADVC1010 or SMW1001. (HY) (OL)

Offered at Charlotte, Denver, North Miami, Online, Providence  
4.5 Quarter Credit Hours

## **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. (OL)

Offered at Denver, Online, Providence

4.5 Quarter Credit Hours

## **ADVC4120 Marketing Communications in an International Context**

This course is designed to place students in an international context in which they can gain firsthand knowledge of how organizations use positioning and communications 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 communications plans, including advertising, public relations and media strategies. This course is taught for variable (4.5-13.5) credits only as part of a short-term summer study abroad program.

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

Offered at Charlotte, Denver, North Miami, Online, Providence  
4.5-13.5 Quarter Credit Hours