

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, 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

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 such as Web, viral and other nontraditional media beyond the digital realm.

Copywriting study includes headline writing, body copy, theme lines and tag lines, as well as script writing. Art direction study includes layout, design, typography and the video communication arts. This course aids students in incorporating both copywriting and art direction disciplines into portfolio samples.

Prerequisite(s): ADVC2001 or CGRA3050. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

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. (OL)

Offered at Online, Providence

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

ADVC4015 Integrated Marketing Communications Seminar I

This course is offered to senior advertising and marketing majors. This course provides students, working in teams, the opportunity to develop fully integrated marketing communications plans for marketing organizations (including nonprofits) using appropriate promotional mix elements. Students are given promotional budgets from which they develop a complete integrated marketing communications strategy, beginning with research and including advertising, public relations, sales promotion, direct and digital marketing, and personal selling, all of which are integrated into a cohesive communications plans book and presentation.

Prerequisite(s): ADVC2001, junior status. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

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. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

ADVC4020 Portfolio Seminar

This course is designed to give advertising students an experiential portfolio-building program, often in a simulated work environment, under the supervision of faculty and staff with expertise in the advertising industry. Students fill any holes in their portfolio of advertising work, both traditional and new media, putting the finishing touches on a body of creative work that gives them a competitive portfolio for an entry-level position on the creative side of advertising.

Prerequisite(s): ADVC4015 or MRKT3005. (OL)

Offered at Online, Providence

4.5 Quarter Credit Hours

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. Various webmaster tools (i.e., Google and Bing) are used as well as sitemap best practices. This course also offers students a certification in Content Marketing from HubSpot.

Prerequisite(s): ADVC1010 or DME1040 or GDES1040 or SMW2010, sophomore status. (OL)

Offered at 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