

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. (OL)

Offered at Charlotte, Online, Providence, Providence CE
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. (OL)

Offered at Charlotte, Online, Providence, Providence CE
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. (OL)

Offered at Charlotte, Online, Providence, Providence CE
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. (OL)

Offered at Charlotte, Online, Providence, Providence CE
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. (OL)

Offered at Charlotte, Online, Providence, Providence CE
3 Semester Credits