

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): EVNT2020 or FSM3075 or GDES1020 or HOSP2011 or MCOM1005 or MCST1005 or MRKT1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

ADVC1021 Influencer Marketing

This course introduces students to the emergence of social media influencers in public relations and marketing. In addition to the basic writing requirements and functions of public relations, students learn about the differences between maintaining complete PR lists which include the brand's best media contacts and influencer lists. Particular emphasis is placed on the creation of new media correspondence such as digital press releases and social media influencer campaigns, ad formats and the concept of whitelisting and client correspondence, including agendas and meeting reports.

Prerequisite(s): EVNT2020 or FSM3075 or GDES1020 or HOSP2011 or MCOM1005 or MCST1005 or MRKT1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

ADVC2001 Content Creation and Generative AI

This course prepares students on how to create content across digital, social and traditional media channels using a wide range of copy and design tools, including generative AI applications. Emphasis is on teaching students to think both strategically and creatively for the wide range of media and communication tools used by today's advertisers, including generative AI tools and applications. The growing digital creator economy is also covered, including how it has changed the advertising and brand marketing industry, job opportunities and entrepreneurship.

Prerequisite(s): ADVC1010 or DMSM1001.

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 Providence

3 Semester Credits

ADVC2011 Media Buying and Planning

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

Prerequisite(s): ADVC1010 or DMSM1001.

Offered at Charlotte, Online, Providence

3 Semester Credits

ADVC4020 Personal Branding and Portfolio Seminar

This course is designed to give business students an experiential personal branding and portfolio-building seminar in a simulated work environment, under the supervision of faculty with expertise in personal branding. Students assess their body of work, focusing on refining and evolving selected pieces, to show prospective employers the depth of their knowledge and skills in their respective majors. Students complete the course with a diverse and competitive e-portfolio, with a clear personal brand positioning statement about themselves, for their respective career path in business.

Prerequisite(s): ADVC1010 or MRKT1001, senior status.

Offered at Charlotte, Online, Providence

3 Semester Credits

ADVC4050 Integrated Search Engine Marketing Campaigns

This course provides students with the knowledge and skills to develop effective search engine optimization campaigns with particular attention to integrated 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 and integration with programmatic and email marketing campaigns. Topics include SEO architecture, key navigation and linking principles and content development and design principles. Dashboards and A-B testing 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 Charlotte, Online, Providence

3 Semester Credits