

# ADV - Advertising

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## Advertising: ADV

### Lower-Division Courses

#### ADV 303. Advertising and Popular Culture.

An introduction to the role advertising plays in American society, and the values and relationships offered in the messages that are delivered. Three lecture hours a week for one semester. May not be counted toward the Bachelor of Science in Advertising degree or the Bachelor of Science in Public Relations degree.

#### ADV 305. Fundamentals of Advertising.

Fundamentals and practices of advertising in relation to economies, societies, and mass communication. Three lecture hours a week for one semester. Offered on the letter-grade basis only.

#### ADV 305S. Introduction to Integrated Communication for Sports.

Same as Public Relations 305S. Examination of the mass media industry in relation to the field of sports. Focus on the "off-the-field" industries of advertising, marketing, and public relations that impact sports; rights fees contracts; pre-game shows; gameday production; in-stadium activities; and press coverage. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 305S, 378 (Topic 7: Integrated Communication for Sports), Kinesiology 352K (Topic: Integrated Communication for Sports), Public Relations 305S.

#### ADV 309R. Introduction to Advertising and Public Relations Research.

Same as Public Relations 309. Introduction to concepts and methods of statistics, with emphasis on analyzing personal and group behaviors. Includes exploratory data analysis, correlation and regression, descriptive statistics, sampling distributions, confidence intervals, and hypothesis testing. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 309R, 378 (Topic: Introduction to Advertising and Public Relations Research), Public Relations 309, 378 (Topic: Introduction to Advertising and Public Relations Research).

#### ADV 314. Social and Ethical Issues.

Designed to identify, analyze, and respond to social and ethical issues in advertising and public relations. Covers race, ethnicity, and gender identity. Three lecture hours a week for one semester. May not be counted toward the Bachelor of Science in Advertising or the Bachelor of Science in Public Relations degrees.

#### ADV 315. History and Development of Advertising.

The evolution and development of advertising in the United States in a social, historical, economic, and cultural context. Three lecture hours a week for one semester.

#### ADV 316. Creativity and American Culture.

Same as Public Relations 316. A cross-disciplinary view of the creative process and creative products. The conceptual core of film, fine arts, advertising, architecture, and literature. Three lecture hours a week for one semester. Advertising 316 and Public Relations 316 may not both be counted.

#### ADV 318J. Introduction to Integrated Brand Communication.

The functions of advertising and public relations; role in marketing/communications mix; economic and social influence; advertising and public relations institutions and media; campaigns and appropriations;

retail and business-to-business aspects. Three lecture hours a week for one semester. Students may not enroll in Advertising 318J more than twice.

#### ADV 319. Psychology of Advertising.

A review of basic findings of the behavioral sciences dealing with perception, personality, group behavior, psychological appeals, and their application to advertising, public relations, and marketing as persuasive communication. Three lecture hours a week for one semester.

#### ADV 119S, 219S, 319S, 419S, 519S, 619S, 719S, 819S, 919S. Topics in Advertising.

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the School of Advertising and Public Relations. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program. May be repeated for credit when the topics vary.

### Upper-Division Courses

#### ADV 320. Integrated Communication for Nonprofit Organizations.

Same as Public Relations 320. Explores integrated communication and branding in a variety of nonprofit settings. Examines the strategic, integrated use of multiple communication approaches, including advertising, public relations, new media, promotions, sponsorships, and special events. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 320, 378 (Topic 17), Public Relations 320, 378 (Topic 5).

#### ADV 321. Leadership and Ethics.

Same as Public Relations 321. Explores leadership, communication, ethics, and the ability to lead others ethically and effectively. Examine concepts and frameworks related to skills that are integral to ethical, effective leadership. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 321, 378 (Topic 11), Public Relations 321, 378 (Topic: Leadership and Ethics).

#### ADV 322. Health Communication: Messages, Campaigns, and the Media.

Same as Public Relations 322. Covers the development of effective health messages, the design of health campaigns, and investigate the role of the media in influencing people's health and perceptions of health. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 322, 378 (Topic: Health Communication), Public Relations 322.

#### ADV 323. Public Communication of Science and Technology.

Same as Public Relations 323. Explores the rapidly growing field of science communication. Examines the intersection of science, media, and society, focusing on media's impact on how people come to understand, perceive, and act relative to scientific issues. Special attention will be directed toward the strategic communication of science and maximizing scientists' engagement with public audiences. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 323, 378 (Topic: Public Comm of Science/Tech), Public Relations 323, 378 (Topic: Public Comm of Science/Tech).

#### ADV 324. Communicating Sustainability.

Same as Public Relations 324. Focuses on persuasion in the context of environmental attitudes and behaviors. Explores how humans think about and interact with the environment, paying particular attention to climate change. Drawing on theory and examples, examines the

challenges and opportunities that arise when people try to communicate about the environment and change individual attitudes and behaviors. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 324, 378 (Topic: Communicating Sustainability), Public Relations 324, 378 (Topic: Communicating Sustainability).

### **ADV 325. Introduction to Advertising Creativity.**

Introduction to the theory and practice of creativity, basic elements and principles of design and software applications as they relate to the development of advertising. Three lecture hours a week for one semester. Prerequisite: Advertising 305, 318J, or Public Relations 305 with a grade of at least C-.

### **ADV 327. Account Planning.**

Explores the role of account planning in an agency environment. Covers how to understand the business the client is in, the customers of the client, general environment of that business and all aspects of marketing practice that might affect the overall performance of the client's business. Three lecture hours a week for one semester. Advertising 327 and 378 (Topic 20) may not both be counted. Prerequisite: Advertising 344K and 345J with a grade of at least C-.

### **ADV 328. Psychology of Video Game Advertising.**

Explores communication components (broadly defined) within game play and apply understanding of communication processes within game play to better understand how advertisers can leverage games to reach consumers. Three lecture hours for one semester. Advertising 328 and 378 (Topic 22) may not both be counted. Prerequisite: Forty-five semester hours of college coursework.

### **ADV 129S, 229S, 329S, 429S, 529S, 629S, 729S, 829S, 929S. Topics in Advertising.**

This course is used to record credit the student earns while enrolled at another institution in a program administered by the University's Study Abroad Office. Credit is recorded as assigned by the study abroad adviser in the Department of Advertising. University credit is awarded for work in an exchange program; it may be counted as coursework taken in residence. Transfer credit is awarded for work in an affiliated studies program. May be repeated for credit when the topics vary. Offered on the letter-grade basis only.

### **ADV 330. Strategic Science Communication.**

Using insights from strategic communication and social science, explore how to design effective science communication. Examine the crucial roles that strategic thinking plays in maximizing science communication's ability to achieve positive behavioral impacts. Investigate case studies and focus on how to evaluate the effectiveness of science communication efforts. Three lecture hours a week for one semester. Offered on the letter-grade basis only.

### **ADV 331. Environmental Communication Campaigns.**

Combine discussions of environmental current events with hands-on agency/client experience to understand how to develop authentic communication strategies and tactics that can protect the environment and advance cutting-edge sustainability technologies. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 331, 378 (Topic 40), and Public Relations 378 (Topic 40). Offered on the letter-grade basis only.

### **ADV 332. Technology Marketing and Advertising.**

Same as Public Relations 332. Explores case histories, interviews with leading technology advertising and marketing executives, and latest trends in digital advertising, both mobile and social, as well as its impact across marketing segments and industries. Three lecture hours a week

for one semester. Only one of the following may be counted: Advertising 332, 378 (Topic 23), Public Relations 332.

### **ADV 332C. New Media Entrepreneurialism.**

Same as Public Relations 332C. Covers real life experience/exposure with a series of interviews with real-life practitioners from social media, venture capital, and others with expertise in the field. Explores important trends in digital content and digital business models; a primer for those who wish to learn about entrepreneurialism, technology, and it's intersection with media. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 332C, 378 (Topic: New Media Entrepreneurialism), Public Relations 332C, 378 (Topic: New Media Entrepreneurialism).

### **ADV 332D. Entrepreneurialism in Communication.**

Same as Public Relations 332D. Project-oriented exercise where small teams conceptualize a business idea in communications, curate the insights and opinions of fellow team members, and ultimately develop a business plan around their new endeavor. A panel of local entrepreneurs will provide feedback and critique. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 332D, 378 (Topic: Entrepreneurialism in Comm), Public Relations 332D.

### **ADV 334. International Advertising.**

Major issues in international advertising and advertising directed at cultural minorities within countries. Three lecture hours a week for one semester. Prerequisite: Forty-five semester credit hours of college coursework.

### **ADV 336. Topics in Multicultural Issues in Advertising and Public Relations.**

Special topics exploring the impact of the major social, economic, and cultural aspects of advertising and public relations on ethnic and cultural groups in the United States. The equivalent of three lecture hours a week for one semester. May be repeated for credit when the topics vary.

### **ADV 338K. Digital Creative Portfolio.**

Examines the digital landscape in advertising and beyond. Examines existing advertising work and producing an advertising project. Present and describe digital projects in collaborative group settings using terms clients will value. Three lecture hours a week for one semester. Advertising 338K and 378 (Topic 24) may not both be counted. Prerequisite: Advertising 325 with a grade of at least C- and consent of instructor.

### **ADV 338L. Copywriting.**

Explore concepts, formats, and skills relevant to the work of copywriters in the field of advertising, including writing, editing, and creating a voice for brands. Three lecture hours a week for one semester. Advertising 338L and 378 (Topic 10) may not both be counted. Prerequisite: Advertising 343K with a grade of at least C-, credit or registration for Advertising 468K, and consent of instructor.

### **ADV 339K. Digital Graphic Communication.**

Same as Public Relations 339K. Introduction to the fundamentals of good graphic design, as well as production basics. Develops digital design skills using industry-standard software, from print (Adobe InDesign, Photoshop, Illustrator) to motion (Adobe Premiere, AfterEffects) and interactive (HTML, CSS, WordPress). Assumes no prior knowledge. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 339K, 378 (Topic: Digital Graphic Communication), Public Relations 339K, 378 (Topic: Digital Graphic Communication).

**ADV 339L. Brand Storytelling.**

Same as Public Relations 339L. Examination of how classic elements of storytelling, semiotics, and symbolism can be used to create and manage a modern brand's story and 'meaning'. Create visual, verbal, and video examples of brand storytelling that go beyond traditional advertising and public relations. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 339L, 378 (Topic: Brand Storytelling), Public Relations 339L, 378 (Topic: Brand Storytelling).

**ADV 341S. Research in Sports Communication and Media.**

Same as Public Relations 341S. An introduction to advertising and public relations research and methodology for sports. Three lecture hours a week for one semester. Prerequisite: Forty-five semester hours of college coursework.

**ADV 343K. Portfolio I.**

Basic advertising art direction and copywriting skills, including indications for graphics, headlines, and body copy. Three lecture hours and three studio hours a week for one semester. Prerequisite: Advertising 325 with a grade of at least B and consent of instructor.

**ADV 344K. Advertising and Public Relations Research.**

Introduction to social science research methods as used in advertising and marketing; emphasis on survey research and secondary data. Three lecture hours a week for one semester. Prerequisite: Forty-five semester credit hours of college coursework; Advertising 305, 318J, or Public Relations 305 with a grade of at least C-; and Advertising 309R or Public Relations 309 with a grade of at least C-.

**ADV 345J. Advertising and Public Relations Media Planning.**

Restricted to advertising and public relations majors. An investigation of media-market measurements and strategies across the full spectrum of the industry; development of media communications plan. Three lecture hours and one laboratory hour a week for one semester. Prerequisite: Forty-five semester credit hours of college coursework; Advertising 305, 318J, or Public Relations 305 with a grade of at least C-; and Advertising 309R or Public Relations 309 with a grade of at least C-.

**ADV 447C. Art Direction.**

Explore concepts, formats, and skills relevant to the work of art directors in the field of advertising, including color theory, typography, layout, and software expertise. Three lecture hours and one-and-one-half laboratory hours a week for one semester. Advertising 447 (Topic: Art Director's Seminar) and 447C may not both be counted. Prerequisite: Advertising 343K with a grade of at least C-, credit or registration for Advertising 468K, and consent of instructor.

**ADV 348S. The Business of Sports Media.**

Same as Journalism 348G and Public Relations 348S. Examination of the business of sports-related media, including over-the-air television, cable, satellite television, print, radio, social media, and internet-based media, and the impact of such media on sports presentation and development, professional franchises, colleges, and conferences. Emphasis on how the business of sports media generates revenue and content, and the business models for each type of media, the challenges to such models, and the likely future changes to them. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 348S, 378 (Topic: The Business of Sports Media), Communication 325 (Topic: The Business of Sports Media), Journalism 348G, 349T (Topic: The Business of Sports Media), Public Relations 348S, 378 (Topic: The Business of Sports Media).

**ADV 350, 650. Advertising Internship.**

Practical work experiences in advertising sales, creative management, and research with advertisers, agencies, media, or auxiliary services. For 350, an average of 12 hours of work a week, for a total of 180 hours a semester. For 650, an average of 24 hours of work a week, for a total of 360 hours a semester. Offered on the pass/fail basis only. Prerequisite: Advertising 344K and 345J with a grade of at least C- in each, and a University grade point average of at least 2.0.

**ADV 350S. Internship in Sports Media.**

Same as Public Relations 350S. Restricted to Texas Program in Sports and Media students. Practical work experience in sports media. Internship to be arranged by student and approved by instructor. The equivalent of three lecture hours a week for one semester. May not be counted toward the Bachelor of Science in Advertising or the Bachelor of Science in Public Relations degrees. Offered on the pass/fail basis only. Prerequisite: Upper-division standing; a University grade point average of at least 2.0; Advertising 305S or Public Relations 305S; and three additional hours from the Sports Media Certificate approved coursework list.

**ADV 151. Advertising Practicum.**

Internship and discussion hours to be arranged. Offered on the pass/fail basis only. Prerequisite: Advertising 350, 650, or 468K, consent of departmental internship coordinator, and completion of department requirements for enrollment in an internship course.

**ADV 353. Advertising and Public Relations Law and Ethics.**

Same as Public Relations 353. Restricted to advertising and public relations majors. The equivalent of three lecture hours a week for one semester. Advertising 353 and Public Relations 353 may not both be counted. Prerequisite: Advertising 305, 318J, or Public Relations 305 with a grade of at least C-; and consent of instructor.

**ADV 361. Creativity in Artificial Intelligence.**

Explore the intersection of artificial intelligence (AI) and creative processes. Examine how AI can enhance and augment human creativity in various domains such as art, music, writing, and design. Analyze the ethical implications and societal impacts of AI-driven creativity. Learn the knowledge and skills used to harness the power of AI to push the boundaries of human creativity. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 361, 378 (Topic: Creativity in AI), Public Relations 361, 378 (Topic: Creativity in AI).

**ADV 363. Immersive Media Lab.**

Explore the space of immersive technology. Conduct experimental projects over short periods of time and learn through discovery and sharing findings with others. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 363, 378 (Topic: Immersive Hack Lab), Public Relations 363.

**ADV 364. Immersive Experiences.**

Same as Public Relations 364. Develop an understanding of an audience, the language of development, and awareness of the affordances of each medium to use them effectively in designing immersive user experiences. Work on a real-world client project, which will also be prepared for entry into an immersive storytelling competition. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 364, 378 (Topic: Immersive Experiences), Public Relations 364, 378 (Topic: Immersive Experiences). Prerequisite: Forty-five semester hours of college coursework and consent of instructor.

### **ADV 365. Audience Development and Engagement.**

Same as Public Relations 365. Examine the latest methods used to better understand audiences and their motivations. Explore new approaches and tools for engaging audiences in different content strategies, and what metrics can be used to measure their engagement in ways that prove valuable to content creators, marketers, and audiences. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 365, 378 (Topic: Audience Development & Engagement), Public Relations 365, 378 (Topic: Audience Development & Engagement). Prerequisite: Forty-five semester hours of college coursework and consent of instructor.

### **ADV 366. Special Topics in Advertising.**

Three lecture hours a week for one semester. May not be counted toward the Bachelor of Science in Advertising degree. May be repeated for credit when the topics vary.

### **ADV 367. Experimental Storytelling.**

Same as Public Relations 367E. Working with real-world clients, examine design thinking and human-computer interaction techniques while ideating, synthesizing concepts, creating user experiences, and developing a proof of concept (PoC) exemplary towards becoming an experience designer. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 367, 378 (Topic: Experimental Storytelling), Public Relations 367E, 378 (Topic: Experimental Storytelling). Prerequisite: Forty-five semester hours of college coursework and consent of instructor.

### **ADV 368C. Topics in Advertising Senior Seminar.**

Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Credit or registration for Advertising 344K and 345J, and written consent of instructor received prior to registering.

### **ADV 368K, 468K. Portfolio II.**

Restricted to students in the Texas Creative program. Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on learning how to pitch creative ideas. Receive evaluations on portfolios by industry professionals. Three lecture hours and three studio hours a week for one semester. Prerequisite: Advertising 343K with a grade of at least C-; credit or registration for Advertising 338L or 447C; and consent of instructor.

### **ADV 368L, 468L. Portfolio III.**

Restricted to students in the Texas Creative program. Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on the development of a personal brand, networking with professional contacts, and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals. Three lecture hours and three studio hours a week for one semester. With consent of instructor, may be repeated once for credit. Prerequisite: Advertising 468K with a grade of at least C-; Advertising 338L or 447C with a grade of at least C-; and consent of instructor.

### **ADV 369. Social Media.**

Same as Public Relations 369. Introduction to social networking platforms and their application in relation to media plans, brand building, and insights. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 369, 378 (Topic: Social Media), Public Relations 369, 378 (Topic: Social Media). May be taken two times for credit. May be repeated for credit. Offered on the letter-grade basis only. Prerequisite: Upper-division standing and consent of instructor.

### **ADV 370J. Integrated Communications Management.**

Restricted to advertising majors. Cases and problems dealing with the management of advertising and promotional programs; media and creative strategies; consumer, retail, industrial, and public service applications. Three lecture hours a week for one semester. Advertising 370J and Public Relations 367 may not both be counted. Prerequisite: Advertising 344K and 345J with a grade of at least C- in each; and Marketing 320F, 337, 337H, or 337N with a grade of at least C-.

### **ADV 373. Integrated Communications Campaigns.**

Concept of media mix; matching product, consumer, media profiles; conception, research, planning, and execution of advertising campaigns; special emphasis on advanced copywriting, layout, and production for print and broadcast media. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 373, 373H, Public Relations 377H, 377K. Prerequisite: Advertising 370J with a grade of at least C-

### **ADV 375, 475. Portfolio IV.**

Restricted to students in the Texas Creative program. Focus on more sophisticated execution, integrated campaign development, and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals. Three lecture hours and three laboratory hours a week for one semester. Prerequisite: Advertising 468L with a grade of at least C- and consent of instructor.

### **ADV 377. Advertising Media Topics.**

Restricted to students admitted to the TexasMedia Program. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Upper-division standing; Advertising 345J with a grade of at least B; and consent of instructor. Additional prerequisites vary with the topic.

**Topic 1: Advanced Media Strategies.** An in-depth dive into independent and group work with insights and strategies.

### **ADV 377M. Topics in Media Studies.**

Restricted to students admitted to the TexasMedia Program. Topics in media and its effects on advertising and public relations strategies. The equivalent of three lecture hours a week for one semester. Advertising 377M and Public Relations 377M may not both be counted unless the topics vary. May be repeated for credit when the topics vary. Prerequisite: Upper-division standing; Advertising 345J with a grade of at least B; and consent of instructor; additional prerequisites vary with the topic.

**Topic 1: Advanced Media Research.** Development of data analysis skills using various analytical techniques. Three lecture hours a week for one semester. Additional prerequisite: Upper-division standing.

**Topic 3: Digital Metrics.** An exploration of the evolving scope of digital metrics and analytics by looking at the three dimensions colliding in interactive media: business, communications, and technology.

**Topic 5: Media Metrics.** Additional prerequisite: Upper-division standing.

**Topic 7: Media Negotiations.** Additional prerequisite: Upper-division standing.

**Topic 8: Digital Insights.** Exploration of the terminology, measurement methods, and tools necessary for developing actionable management insights for digital content creation, promotion, and public relations.

**Topic 9: Media Investments.** An examination of media investments and negotiations, from both a buying and selling perspective. Investigates the activation role from all sides; the agency, vendor, and client.

**Topic 10: Media Showcase.** Research and project-based, designed to help remove the traditional and new barriers faced in the fields of media.

### **ADV 378. Advanced Topics in Advertising.**

Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Prerequisites vary with the topic.

**Topic 4: Direct Marketing.** Additional prerequisite: Marketing 320F.

**Topic 15: Creative Project: Writing.** Additional prerequisite: Advertising 325 with a grade of at least C-, and consent of instructor.

**Topic 21: Semester in Los Angeles: Entertainment Promotion, Press, and Public Relations.** Same as Public Relations 378 (Topic 21). Restricted to students admitted to the Semester in Los Angeles Program. Consider the core disciplines of research, creative, distribution, advertising, publicity, and promotion as they apply to entertainment. Only one of the following may be counted: Advertising 378 (Topic: Entertainment Press/Public Relations-L A), 378 (Topic 21), Public Relations 378 (Topic: Entertainment Press/Public Relations-L A), 378 (Topic 21).

**Topic 26: Consumer Psychology and New Media.**

**Topic 27: Advanced Media Research, Insights, and Analysis.**

Additional prerequisite: Advertising 344K with a grade of at least C- and consent of instructor.

**Topic 37: Social Enterprise Branding.** Same as Public Relations 378 (Topic 37). Focus on the development of strategic branding and communication for businesses focused on balancing purpose and profit. Explore components of brand identity and implementation as they relate to the success or failure of companies enacting social impact across a number of industries. Only one of the following may be counted: Advertising 378 (Topic: Social Enterprise Branding), 378 (Topic 37), Public Relations 378 (Topic: Social Enterprise Branding), 378 (Topic 37).

**Topic 38: Influencer Marketing.** Same as Public Relations 378 (Topic 38). Identify, analyze, approach, manage, and measure business goals. Differentiate between attention and influence. Only one of the following may be counted: Advertising 378 (Topic: Influencer Marketing), 378 (Topic 38), Public Relations 378 (Topic: Influencer Marketing), 378 (Topic 38).

**Topic 39: Pop Star Activism.** Same as Public Relations 378 (Topic 39). Engage with issues of diversity, political activism, public relations, and marketing communication through the lens of popular music. Only one of the following may be counted: Advertising 378 (Topic: Pop Star Activism), 378 (Topic 39), Public Relations 378 (Topic: Pop Star Activism), 378 (Topic 39).

**Topic 41: Advertising Intelligence.** Same as Public Relations 378 (Topic 41). Analyze how insights enhance decision making in advertising and public relations in areas such as campaign development, segmentation, positioning, product development, and promotion. Review advertising and public relations problems and processes in ways that will benefit from informed decision making. Only one of the following may be counted: Advertising 378 (Topic: Advertising Intelligence), 378 (Topic 41), Public Relations 378 (Topic: Advertising Intelligence), 378 (Topic 41).

**Topic 42: Issues in Black American Advertising and Public Relations.** Same as Public Relations 378 (Topic 42). Explore cultural critiques of the advertising and public relationship industry related to historical and contemporary challenges involving representation, systemic injustice, stereotypes, and social responsibility involving the Black American experience. Only one of the following may be counted: Advertising 378 (Topic: Issues in Black American AD/PR), 378 (Topic 42), Public Relations 378 (Topic: Issues in Black American AD/PR), 378 (Topic 42).

**Topic 43: Digital Social Media Analytics.** Same as Public Relations 378 (Topic 43). Explore cutting edge technologies that enable public relations and advertising professionals to better understand online

conversations and audience behaviors. Examine how to recommend creative solutions for engaging key stakeholders. Determine how data, creative, and strategy intersect. Only one of the following may be counted: Advertising 378 (Topic: Digital Social Media Analytics), 378 (Topic 43), Public Relations 378 (Topic: Digital Social Media Analytics), 378 (Topic 43).

**Topic 44: Digital Social Media Production.** Explore the required skills to plan, capture, edit, and produce digital social media content. Advertising 378 (Topic: Digital Social Media Production) and 378 (Topic 44) may not both be counted.

**Topic 45: 360 Video Production.** Examine the required skills to plan, capture, edit, and produce 360 videos. Advertising 378 (Topic: 360 Video Production) and 378 (Topic 45) may not both be counted.

### **ADV 378S. Special Topics in Sports Media.**

Topics in sports media related to issues in traditional and new media as they effect sports and entertainment advertising and public relations. The equivalent of three lecture hours a week for one semester. Advertising 378S and Public Relations 378S may not both be counted unless the topics vary. May be repeated for credit when the topics vary.

**Topic 1: Advertising and Public Relations for Sports.** Same as Public Relations 378S (Topic 1). Three lecture hours a week for one semester. Advertising 378S (Topic 1) and Public Relations 378S (Topic 1) may not both be counted.

**Topic 2: Legal Aspects of Sports and Media.** Same as Public Relations 378S (Topic 2). Three lecture hours a week for one semester. Advertising 378S (Topic 2) and Public Relations 378S (Topic 2) may not both be counted.

**Topic 3: Return on Investment of Sports Media.** Same as Public Relations 378S (Topic 3). Three lecture hours a week for one semester. Advertising 378S (Topic 3) and Public Relations 378S (Topic 3) may not both be counted.

**Topic 4: Analysis of Sports and Entertainment Audiences.** Same as Public Relations 378S (Topic 4). Three lecture hours a week for one semester. Advertising 378S (Topic 4) and Public Relations 378S (Topic 4) may not both be counted.

**Topic 5: Ethics and Social Issues in Sports Branding.** Same as Public Relations 378S (Topic 5). Three lecture hours a week for one semester. Advertising 378S (Topic 5) and Public Relations 378S (Topic 5) may not both be counted.

**Topic 6: Sports Audiences and Nontraditional Media.** Same as Public Relations 378S (Topic 6). Three lecture hours a week for one semester. Advertising 378S (Topic 6) and Public Relations 378S (Topic 6) may not both be counted.

**Topic 7: Contributions of Sports and Entertainment to Education and Health.** Same as Public Relations 378S (Topic 7). Three lecture hours a week for one semester. Advertising 378S (Topic 7) and Public Relations 378S (Topic 7) may not both be counted.

**Topic 8: College Sports Media.** Same as Public Relations 378S (Topic 8). An examination of the history of college sports media, with an emphasis on the evolution of sports coverage from NCAA-controlled limited broadcasting of football and basketball, to present day intercollegiate athletics coverage available via multiple outlets.

**Topic 9: Sports Contract Negotiation Techniques.** Same as Public Relations 378S (Topic 9). Strategies and techniques for successfully negotiating contracts, with a special emphasis on the negotiation of sports contracts.

**Topic 10: Leadership and Administration in Sports Organizations.** Same as Public Relations 378S (Topic 10). Designed to develop marketing skills related to events, programs, products, and facilities in the sports management field.

**Topic 11: Sports and Social Media.** Same as Public Relations 378S (Topic 11). Designed to provide an understanding of and experience with the components and best practices of social media, marketing,

and communications as they relate to sports entities and the sports field as a whole.

**Topic 12: Sports Audiences.** Same as Public Relations 378S (Topic 12). An exploration of marketing innovations in sports to attract audiences, and the use of sports media by advertisers, sponsors, and other entities to target various customer groups.

**Topic 13: Business of Sports Television.** Same as Public Relations 378S (Topic 13). Only one of the following may be counted:

Advertising 378 (Topic: Business of Sports Television), 378S (Topic: Business of Sports Television), 378S (Topic 13), Public Relations 378 (Topic: Business of Sports Television), 378S (Topic: Business of Sports Television), 378S (Topic 13).

### **ADV 379. Integrated Communication for Sports and Entertainment.**

Three lecture hours a week for one semester.

### **ADV 379H. Honors Tutorial Course.**

Conference course of intensive study, planned by the Advertising Honors Committee; research and the writing of a substantial paper on a special advertising topic. Supervised individual special studies. Prerequisite: Admission to the departmental honors program and consent of the undergraduate adviser.

### **ADV 179J, 279J, 379J, 479J. Topics in Advertising Problems.**

Individual instruction. Some topics may require additional laboratory hours. May be repeated for credit when the topics vary. Prerequisite: Written consent of instructor received prior to registering.

**Topic 1: Supervised Individual Special Studies.** Supervised individual special studies for which separate courses are not available.

**Topic 2: Supervised Individual Creative Studies.** Supervised individual creative studies for which separate courses are not available. Additional laboratory hours to be arranged.

**Topic 3: Supervised Individual Media Studies.** Supervised individual media studies for which separate courses are not available. Additional prerequisite: Advertising 345J with a grade of at least C-.

## **Graduate Courses**

### **ADV 381. Consumer Behavior.**

An interdisciplinary study using behavioral science concepts to explain consumer motivation, information processing, and consumption behavior; sociological and psychological factors affecting the consumption process and the marketing/advertising of goods and services. Three lecture hours a week for one semester. Prerequisite: Graduate standing and Advertising 380J.

### **ADV 382. Quantitative and Qualitative Research.**

An introduction to advertising research designs and procedures. Three lecture hours a week for one semester. Advertising 380J (Topic: Quantitative and Qualitative Research) and 382 may not both be counted. Prerequisite: Graduate standing.

### **ADV 382J. Topics in Theories of Persuasive Communication and Consumer Decision Making.**

Communication and behavioral science theories as they relate to contemporary advertising practices. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing.

### **ADV 483. Topics in Supervised Individual Creative Studies.**

Conference course. May be repeated for credit when the topics vary. Prerequisite: Graduate standing and written consent of instructor received prior to registering.

**Topic 1: Art Directors' Seminar.** Restricted to students admitted to the Texas Creative program. Explore concepts, formats, and skills relevant to the work of art directors in the field of advertising, including color theory, typography, layout, and software expertise.

**Topic 2: Portfolio I.** Introduction to conceptual thinking and art direction/copywriting skills in the context of building a creative advertising portfolio. Receive evaluations on portfolios by industry professionals.

**Topic 3: Portfolio II.** Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on learning how to pitch creative ideas. Receive evaluations on portfolios by industry professionals. Additional prerequisite: Advertising 483 (Topic 2) with a grade of at least C-.

**Topic 4: Portfolio III.** Designed for aspiring art directors and copywriters in the context of building a creative advertising portfolio. Focus on the development of a personal brand, networking with professional contacts, and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals. Additional prerequisite: Advertising 483 (Topic 3) and 483 (Topic 1) with a grade of at least C-.

**Topic 5: Portfolio IV.** Focus on more sophisticated execution, integrated campaign development and submission of creative work to industry competitions. Receive evaluations on portfolios by industry professionals. Additional prerequisite: Advertising 483 (Topic 4) with a grade of at least C-.

### **ADV 385. Topics in International Advertising.**

Study of the managerial, economic, legal, and cultural aspects of multinational advertising. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing and consent of instructor.

**Topic 1: Strategic Advertising Principles.**

**Topic 2: Account Planning.**

**Topic 3: Media Management.**

**Topic 4: Strategic Advertising Management.**

**Topic 5: Multicultural Advertising: Theory and Research.**

### **ADV 386. Experimental Storytelling.**

Working with real-world clients, examine design thinking and human-computer interaction techniques while ideating, synthesizing concepts, creating user experiences, and developing a proof of concept (PoC) exemplary towards becoming an experience designer. Three lecture hours a week for one semester. Advertising 386 and 391K (Topic: Experimental Storytelling) may not both be counted. Prerequisite: Graduate standing.

### **ADV 387. Creative Strategies.**

The process of developing creative concepts and their effective execution. Three lecture hours a week for one semester. Prerequisite: Graduate standing and consent of instructor and the graduate adviser.

### **ADV 388C. Research Problems: Doctoral Examination Preparation.**

Research and reading in preparation for doctoral examinations. May be repeated for credit. Offered on the credit/no credit basis only. Prerequisite: Graduate standing and consent of graduate adviser.

### **ADV 388J. Principles of Advertising Management.**

The study of planning, organization, and control of the advertising functions. Three lecture hours a week for one semester. Prerequisite: Graduate standing, Advertising 370J or the equivalent, and consent of the graduate adviser.

**ADV 388K. Integrated Communications Management.**

The application of management principles to the solution of integrated communications management problems. Three lecture hours a week for one semester. Prerequisite: Graduate standing.

**ADV 189, 389, 489. Topics in Problems in Specialized Fields of Advertising.**

Research project chosen from the area of the student's major interest; a written report or creative project is required. For each semester hour of credit earned, the equivalent of one lecture hour a week for one semester. Students who take Advertising 189 must register for a topic of 189 for three consecutive semesters. May be repeated for credit when the topics vary. Prerequisite: Graduate standing, consent of instructor, and written consent of the graduate adviser received prior to registering.

**Topic 1: Computer Graphics--Creative Sequence.**

**ADV 391K. Topics in Seminar in Advertising.**

Survey and analysis of current advertising issues and practices. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Graduate standing.

**Topic 1: Interactive Advertising.**

**Topic 2: Advanced Account Planning.**

**Topic 4: Audiences for Nonprofit Organizations.**

**Topic 5: Integrated Communication for Sports.**

**Topic 6: Media Research.**

**Topic 7: Public Relations Theory.**

**Topic 8: Quantitative Models in Advertising.**

**Topic 10: Business to Business Integrated Communication**

**Management.** Cases and problems dealing with the management of business to business integrated communication, advertising and promotional programs; media and creative strategies; consumer, retail, industrial, and public service applications.

**ADV 391L. Invisible Global Market.**

Same as Latin American Studies 383 and Public Affairs 388N. Three lecture hours a week for one semester. Only one of the following may be counted: Advertising 391L, Latin American Studies 383, Marketing 382 (Topic: Invisible Global Market), 382 (Topic: Invisible Global Marketing), 282, 382 (Topic 34), Middle Eastern Studies 382M, Public Affairs 388N. Offered on the letter-grade basis only.

**ADV 392. Topics in Advertising Theory and Research.**

Examination of important current areas in advertising research and theory. Three lecture hours a week for one semester. May be repeated for credit when the topics vary. Prerequisite: Admission to a doctoral program and consent of the graduate adviser.

**Topic 2: Advanced Advertising Theories I.**

**Topic 3: Advertising Research I.**

**Topic 4: Advanced Advertising Theories II.**

**Topic 5: Advertising Research II.**

**ADV 395. Advertising Internship.**

Practical work experience in advertising sales, creative management, and research with advertisers, agencies, media, or auxiliary services. Offered on the credit/no credit basis only. Prerequisite: Graduate standing; Advertising 380, 385, and 387 with a grade of at least B in each; and a University grade point average of at least 3.00.

**ADV 698. Thesis.**

The equivalent of three lecture hours a week for two semesters. Offered on the credit/no credit basis only. Prerequisite: For 698A, graduate standing in advertising and written consent of the supervising faculty member and the graduate adviser received prior to registering; for 698B,

Advertising 698A and written consent of the supervising faculty member and the graduate adviser received prior to registering.

**ADV 398R. Master's Report.**

Preparation of a report to fulfill the requirement for the master's degree under the report option. The equivalent of three lecture hours a week for one semester. Offered on the credit/no credit basis only. Prerequisite: Graduate standing in advertising and written consent of the supervising faculty member and the graduate adviser received prior to registering.

**ADV 398T. Student Teaching in Advertising.**

Restricted to doctoral students. Offered on the credit/no credit basis only. Prerequisite: Graduate standing.

**ADV 399W, 699W, 999W. Dissertation.**

May be repeated for credit. Offered on the credit/no credit basis only. Prerequisite: Admission to candidacy for the doctoral degree. Written consent of the graduate adviser received prior to registering.

**Professional Courses**