

# ADVERTISING AND PUBLIC RELATIONS (ADPR)

## ADPR 829 Jacht

**Prerequisites:** By permission only. Requires interview process and submission of portfolio.

**Description:** Jacht is an innovative educational experience that puts into practice advertising, public relations, marketing, media, research and creative skills and knowledge in a startup ad agency environment. Students must think holistically about integrated marketing communications strategies and how a campaign contributes to the revenue of an agency as well as to the success of the client being served. Students must consider the broader business goals of both the startup agency and of real-world clients. Students are expected to adhere to strict deadlines and to deliver high quality work on time.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ADPR 830 Strategic Communications: Advertising Issues and Strategies

**Description:** Seminar for graduate students who do not have the equivalent of an undergraduate degree in advertising. Business of advertising and promotion, and the processes and planning involved in strategic promotional communication. Current issues and strategies faced by advertising practitioners, the importance of branding, integrated marketing communications and promotion. Creation of a strategic marketing plan.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ADPR 833 Art Direction

**Crosslisted with:** ADPR 433

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Notes:** Has individual and team projects.

**Description:** Visual and graphic design as applied to the corporate environments of advertising and public relations. Print and electronic design principles, strategies and elements using traditional and new digital technologies. Development of creative materials for actual clients, corporate identities, electronic presentations, professional creative portfolios, non-traditional resumes, and World Wide Web (WWW) sites.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ADPR 834 Digital Insight & Analytics

**Crosslisted with:** ADPR 434

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** A study of the digital communication landscape. Course explores how various channels of digital communication can be used to analyze audiences, connect with them and ultimately build brands.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ADPR 837 International/Multicultural Public Relations

**Crosslisted with:** ADPR 437

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Content and discussions on global issues affecting the public relations profession, the professional, the specialized practices, and the engagement of stakeholders simultaneously at home and at transnational levels.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ADPR 838 Global Advertising

**Crosslisted with:** ADPR 438

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Global advertising and communication. Cultural, economic, political and social differences that affect advertising strategy and execution in foreign markets. Advertising a USA product or service in the global market.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

## ADPR 847 Strategic and Creative Concepting

**Crosslisted with:** ADPR 447

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** The alternative and advanced methods of communicating a message, a need, a perception or attitude. Creative storytelling and problem-solving, critique and analysis, and how to creatively communicate with strategic thinking and design.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**ADPR 850 Public Relations Management and Case Studies****Crosslisted with:** ADPR 450**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Philosophies and theories that underlie the discipline and profession of public relations. The critical and supportive perspectives used to gain insight into the history and direction of public relations.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 851 Public Relations Techniques****Crosslisted with:** ADPR 451**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Multimedia tools in advertising, public relations, direct marketing, and sales promotion. Promotional writing, publications development, and media relations.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 857 Crisis Management in Corporations and Nonprofits****Crosslisted with:** ADPR 457**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Role of public relations in prevention of crises, response to crises, and recovery from crises. How to preempt, prepare for and respond to corporate, nonprofit and government sector crises from a public relations perspective.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 858 Interactive Media Design****Crosslisted with:** ADPR 458**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Communication strategies and tactics using interactive media. Exploration of interactive's role in strategic communications, user experience, information architecture, interactive design and development using current web technologies.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 864 Sports Media Relations & Promotions****Crosslisted with:** ADPR 464, SPMC 464, SPMC 864**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Issues in sports media relations and integrated marketing communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 866 Social Media Theory and Practice****Crosslisted with:** ADPR 466**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Key theories related to the study of social media, important social media monitoring and management practices, and advertising/PR opportunities on the most popular social and mobile media platforms.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 881 Advertising and Public Relations Research****Description:** Research in the planning, development and evaluation of advertising. The research process, use of secondary sources of information and how to analyze data from these sources. The planning and execution of primary research. Survey techniques.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 883 Portfolio Development****Crosslisted with:** ADPR 483**Prerequisites:** Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283.**Description:** How to improve individual portfolios of creative work and execute a variety of creative pieces that demonstrate improvement in their collections.**Credit Hours:** 1**Max credits per semester:** 1**Max credits per degree:** 1**Grading Option:** Graded**ADPR 884 Brands & Branding****Description:** The managerial philosophy, techniques, and processes in advertising. Organizational structures, integrated marketing communications, strategic planning, marketing planning, advertising planning, advertising research, budgeting, and decision paradigms.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded

**ADPR 888 Media Sales and Promotion****Crosslisted with:** ADPR 488**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing**Description:** Techniques for print and electronic media sales and promotion. Rate structures, legal requirements, and social and economic effects.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**ADPR 889 Advertising and Public Relations Campaigns****Crosslisted with:** ADPR 489**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; senior standing and permission code**Notes:** Requires working in teams.**Description:** Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a multimedia advertising and public relations campaign needed by a client. Application of knowledge, experience, and skills learned in previous courses to a new situation.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Graded**Course and Laboratory Fee:** \$40**Experiential Learning:** Case/Project-Based Learning**ADPR 891 Special Topics in Advertising****Crosslisted with:** ADPR 491**Notes:** May be repeated up to three times so long as the topics are different. 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree.**Description:** Topics vary each term.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 12**Grading Option:** Graded**ADPR 896 Independent Study in Advertising and Public Relations****Crosslisted with:** ADPR 496**Prerequisites:** Permission**Credit Hours:** 1-24**Min credits per semester:** 1**Max credits per semester:** 24**Max credits per degree:** 24**Grading Option:** Grade Pass/No Pass Option**ADPR 930 Integrated Media Communications Capstone Seminar****Prerequisites:** Completion of at least two thirds of required coursework (24 hours) and Memorandum of Courses filed**Description:** Capstone course in the Integrated Media Communications (IMC) specialization. Reflect on different theories and concepts and apply those theories and concepts to real-life examples and professional goals in a final paper and presentation to faculty and peers.**Credit Hours:** 3**Max credits per semester:** 3**Max credits per degree:** 3**Grading Option:** Pass No-Pass