

# ADVERTISING AND PUBLIC RELATIONS (ADPR)

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## ADPR 98 Senior Assessment

**Prerequisites:** Senior standing; ADPR major; candidate for degree.

**Notes:** All seniors must complete an exit interview to remain eligible for graduation. Pass/No Pass only.

**Description:** Appropriate career-related announcements, activities, and responsibilities.

**Credit Hours:** 0

**Max credits per semester:**

**Max credits per degree:**

**Format:** IND

## ADPR 151 Introduction to Advertising and Public Relations

**Notes:** Open to non-College of Journalism and Mass Communications majors.

**Description:** Fundamental concepts and processes underlying integrated marketing communications in a global market place. The discipline's historical roots and current role of professionals.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** ADPR 221; ADPR 283; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417

## ADPR 189H University Honors Seminar

**Prerequisites:** Good standing in the University Honors Program.

**Notes:** University Honors Seminar 189H is required of all students in the University Honors Program.

**Description:** Topic varies. All topics will focus on ACE 8 and be taught accordingly.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Offered:** FALL

**ACE:** ACE 8 Civic/Ethics/Stewardship

**Groups:** General Economics and Theory

## ADPR 191 Special topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Format:** LEC

## ADPR 207 Communicating to Public Audiences

**Crosslisted with:** ALEC 207

**Prerequisites:** Major in the College of Journalism and Mass Communications

**Description:** Concepts and techniques of public relations. Skills and theory for relating to government, corporate, and other agricultural public audiences.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

## ADPR 221 Strategic Writing for Advertising and Public Relations

**Prerequisites:** ADPR 151

**Description:** Advertising and public relations writing styles and techniques to develop effective, goal-oriented communications designed for diverse audiences, tactics and media. This course spans objective news-style writing to digital storytelling, persuasive ad copywriting and promotional direct marketing.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** ADPR 323; ADPR 358; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ALEC 417, ADPR 417

**ACE:** ACE 1 Writing

## ADPR 283 Strategy Development for Advertising and Public Relations

**Prerequisites:** ADPR 151

**Notes:** Writing assignments require incorporation of research and strategy development, culminating in a creative brief.

**Description:** Examine client problems and possible solutions and develop and evaluate strategies and tactics for promotional communications.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**Prerequisite for:** ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 429; ADPR 439; ADPR 481; ADPR 484; ADPR 495; ADPR 499H; ALEC 417, ADPR 417

## ADPR 291 Special topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Format:** LEC

## ADPR 323 Copy and Concept

**Prerequisites:** ADPR 221 and ADPR 283.

**Description:** The core of any great advertisement is its concept.

This course is for copywriters to find that big idea then execute it by developing copy that effectively promotes the brand. Copywriters will have to write long copy, short copy, scripts for television and radio, and copy for interactive media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 329 Jacht Ad Lab**

**Prerequisites:** ADPR 283 and permission

**Notes:** Application required.

**Description:** Learn agency processes and business fundamentals. Work as junior member of one or more teams to conduct research and evaluate the findings, develop and present integrated marketing communications strategy and creative materials for a multimedia advertising and public relations campaign needed by a client.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 333 Design and Layout**

**Prerequisites:** ADPR 283 and JOMC 130-134 or JOMC 161

**Description:** Graphics and design of advertising. Principles and techniques of typography, layout and design, computer graphics, and production methods. Develop strategies and design ads for various media using industry-standard graphic design programs.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 339 Student Ad Competitions**

**Prerequisites:** Junior standing, ADPR 283 and permission

**Notes:** Requires interview process and submission of portfolio.

**Description:** Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a nationally competitive advertising and public relations campaign for a national client.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 350 Public Relations Planning and Strategy**

**Prerequisites:** ADPR 283 or BRDC 227 or JOUR 200B.

**Description:** Focus on strategic public relations planning process and explore many of the specialty practice areas related to PR. Apply strategic principles to solve public relations problems.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 357 Account Planning**

**Prerequisites:** ADPR 283

**Description:** Examines the role of an advertising agency account planner in developing strategies in the form of creative briefs based on insights from both primary and secondary research research.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 358 UX/UI Design**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A and ADPR 151, ADPR 221, and ADPR 283 or BRDC 227, BRDC 269 and BRDC 260

**Description:** Study of design systems and the web design process from concept to prototyped execution.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 360 Media Planning and Strategy**

**Prerequisites:** ADPR 283

**Notes:** Assignments include evaluating, selecting, and planning the use of media.

**Description:** The principles and practices of planning, evaluating, and selecting a variety of traditional and non-traditional media in a local and national context. Marketing-driven strategic approaches to understand how media fits into an integrated communication system. Integrating information from a variety of resources and applying basic numerical and statistical concepts that build the foundation for strategic media planning.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 361 Connecting Through Owned, Earned, and Paid Media**

**Prerequisites:** ADPR 283

**Description:** Understanding connections between paid media (advertising) and owned and earned media (public relations) as part of integrated marketing communications.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 362 Digital Content Strategy**

**Prerequisites:** ADPR 283

**Description:** Overview of decisions communications managers must make when developing digital content. Introduction to breadth of digital content strategy.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 391 Special topics**

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree. May be repeated up to three times so long as the topics are different.

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Format:** LEC

**ADPR 417 Issues Management and Crisis Communications in Agriculture**

**Crosslisted with:** ALEC 417

**Prerequisites:** Junior standing. College of Journalism and Mass Communications: Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**Description:** Fundamental components of issues management and crisis communications. Learning experiences in agriculture and natural resources that provide an understanding of issues facing the respective field of study.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ADPR 429 Jacht Student Ad Agency**

**Prerequisites:** Senior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283 and permission.

**Notes:** Requires interview process and submission of portfolio.

**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. Learn and apply basic business concepts involved in a working ad agency startup. 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

**Format:** LEC

**ACE:** ACE 10 Integrated Product

**ADPR 433 Art Direction**

**Crosslisted with:** ADPR 833

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283, and ADPR 333

**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

**Format:** LEC

**ADPR 434 Digital Insight & Analytics**

**Crosslisted with:** ADPR 834

**Prerequisites:** Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 437 International/Multicultural Public Relations**

**Crosslisted with:** ADPR 837

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 438 Global Advertising**

**Crosslisted with:** ADPR 838

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283.

**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

**Format:** LEC

**ACE:** ACE 9 Global/Diversity

**ADPR 439 Student Competitions**

**Prerequisites:** Senior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283, and permission.

**Notes:** Requires interview process and submission of portfolio.

**Description:** Conduct research and evaluate the findings to develop and present an integrated marketing communications strategy and creative materials for a nationally competitive advertising and public relations campaign for a national client.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** LEC

**ACE:** ACE 10 Integrated Product

**ADPR 447 Strategic and Creative Concepting**

**Crosslisted with:** ADPR 847

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 450 Public Relations Management and Case Studies**

**Crosslisted with:** ADPR 850

**Prerequisites:** Junior standing and ADPR 283 or BRDC 227 or JOUR 200B.

**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

**Format:** LEC

**ADPR 451 Public Relations Techniques**

**Crosslisted with:** ADPR 851

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 457 Crisis Management in Corporations and Nonprofits**

**Crosslisted with:** ADPR 857

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 458 Interactive Media Design**

**Crosslisted with:** ADPR 858

**Prerequisites:** Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 464 Sports Media Relations & Promotions**

**Crosslisted with:** ADPR 864, SPMC 464, SPMC 864

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221 and ADPR 283

**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

**Format:** LEC

**ADPR 466 Social Media Theory and Practice**

**Crosslisted with:** ADPR 866

**Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**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

**Format:** LEC

**ADPR 480 Japanese Visual Culture in Context**

**Crosslisted with:** ARTP 480, ADPR 880, ARTP 880

**Prerequisites:** Permission

**Notes:** Letter grade only.

**Description:** Test and hone visual literacy skills in a foreign country. Observe, analyze, and interpret visual information without the aid of text in the native Japanese language. Sharpen perceptual and analytical skills through daily drawing, writing, and photography in Japan. Increase global awareness through analysis of an issue.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Format:** SDO

**Offered:** SUMMER

**ACE:** ACE 2 Communication Competence ACE 9 Global/Diversity

**ADPR 481 Advertising and Public Relations Research**

**Prerequisites:** Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283

**Notes:** Experience the actual research process and produce a report.

**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

**Format:** LEC

**ADPR 483 Portfolio Development**

**Crosslisted with:** ADPR 883

**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

**Format:** LEC

**ADPR 484 Brands & Branding**

**Prerequisites:** Junior standing; JOMC 101, JOMC 130-134, ADPR 151, ADPR 221 and ADPR 283

**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

**Format:** LEC

**ADPR 488 Media Sales and Promotion**

**Crosslisted with:** ADPR 888

**Prerequisites:** Junior standing, JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283.

**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

**Format:** LEC

**ADPR 489 Advertising and Public Relations Campaigns****Crosslisted with:** ADPR 889**Prerequisites:** Senior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, and ADPR 283**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**Format:** LEC**ACE:** ACE 10 Integrated Product**ADPR 491 Special Topics in Advertising****Crosslisted with:** ADPR 891**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**Format:** LEC**ADPR 495 Advertising or Public Relations Internship****Prerequisites:** Junior standing and JOMC 101, JOMC 130-134, ADPR 151, ADPR 221, ADPR 283, and permission.**Notes:** A maximum of 3 hours will be accepted toward the degree.**Description:** Advertising- or Public Relations-related internships, paid or unpaid, provide an opportunity to enhance professional skills while contributing meaningful work and expanding career networks. Required minimum of 150 hours of internship regardless of number of credit hours earned.**Credit Hours:** 1-3**Min credits per semester:** 1**Max credits per semester:** 3**Max credits per degree:** 3**Format:** FLD**ADPR 496 Independent Study in Advertising and Public Relations****Crosslisted with:** ADPR 896**Prerequisites:** Permission**Credit Hours:** 1-24**Min credits per semester:** 1**Max credits per semester:** 24**Max credits per degree:** 24**Format:** IND**ADPR 499H Honors Course****Prerequisites:** For candidates with distinction, with high distinction, and with highest distinction in the College of Journalism and Mass Communications.**Credit Hours:** 1-4**Min credits per semester:** 1**Max credits per semester:** 4**Max credits per degree:** 4**Format:** IND