

Class Schedule - Spring 2005

Advertising

288 **Persuasive Writing** credit: 3 hours.
 (ADV 288) Same as BTW 271. See BTW 271.

CRN	Type	Section	Time	Days	Location	Instructor
31568	lecture-discussion	C	10:00 AM - 10:50 AM	MWF	room 110 Lincoln Hall	Havlin, N
31573	lecture-discussion	Q	12:30 PM - 01:45 PM	TR	room 110 Lincoln Hall	Frazee, J
31571	lecture-discussion	S	02:00 PM - 03:15 PM	TR	room 110 Lincoln Hall	Frazee, J
31569	lecture-discussion	X	12:00 PM - 12:50 PM	MWF	room 110 Lincoln Hall	Havlin, N

300 **Introduction to Advertising** credit: 3 hours.
 (ADV 281) Introduction to the practice and profession of advertising. Course material covers various functional areas of advertising and integrated brand promotion, including account planning, creative, media, research, consumer behavior, sales promotion and interactive advertising. Topics also include how advertising relates to society in cultural, social, ethical and regulatory contexts. Open to all undergraduate majors.

CRN	Type	Section	Time	Days	Location	Instructor
30679	lecture-discussion	A	03:00 PM - 04:20 PM	TR	room THEAT Lincoln Hall	Hall, S

400 **Special Problems** credit: 2 or 3 hours.
 (ADV 291) Special projects, research, and independent reading in advertising for students capable of individual work under the guidance of a faculty adviser. 2 or 3 undergraduate hours. May be repeated. No graduate credit. Prerequisite: Written research proposal and consent of head of department.

CRN	Type	Section	Time	Days	Location	Instructor
10112	independent study		ARRANGED			
Instructor Approval Required						
30689	lecture-discussion	A	01:00 PM - 02:50 PM	MW	room 186 Lincoln Hall	Sheldon, P
3 hours Instructor Approval Required Prerequisite: ADV 452. 3 hours						

30686	lecture-discussion	B	12:30 PM - 01:50 PM	TR	room 123 Gregory Hall	O'Guinn, T
3 hours Open to freshmen and sophomore only. Topic: Advertising History						
42047	lecture-discussion	D	05:00 PM - 07:50 PM	W		Hall, S
Instructor Approval RequiredSpecial Topic: National Security Administration project. Instructor approval required. 3 hours.Meets 14-Mar-05 - 04-May-05.						
42057	lecture-discussion	E	06:00 PM - 08:50 PM	R		Hall, S
Instructor Approval RequiredMeets 14-Mar-05 - 04-May-05.						

410 **Consumer Comm and the Public** credit: 3 hours.

(ADV 310) Addresses the interface between marketing activity and various public institutions and actions: government agencies, consumer groups, boycotts, litigation. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
39501	lecture-discussion	A	09:00 AM - 09:50 AM	MWF	room 106 Lincoln Hall	

412 **Advertising History** credit: 3 hours.

(ADV 312) Teaches the important events, forces, people, and technologies that helped advertising to become an important institution in America. Prerequisite: ADV 300. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
30692	lecture-discussion	A	01:00 PM - 02:20 PM	MW	room 319 Gregory Hall	Chambers, J

450 **Creative Strategy and Tactics** credit: 3 hours.

(ADV 382) Theory and practice of advertising message planning and creation for print and broadcast media; development of creative platforms and competitive benefit strategies. Prerequisite: ADV 300.

Advertising majors will be given first priority. 3 undergraduate hours. No graduate credit. Students must register for one lab and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
30727	laboratory	AB1	11:00 AM - 12:50 PM	T	room 31 Gregory Hall	Dye, W
30732	laboratory	AB2	11:00 AM - 12:50 PM	R	room 31 Gregory Hall	Dye, W

30734	laboratory	AB3	01:00 PM - 02:50 PM	F	room 31 Gregory Hall	Kauling, L
30735	laboratory	AB4	09:00 AM - 10:50 AM	F	room 31 Gregory Hall	Kauling, L
30737	lecture	AL1	10:00 AM - 10:50 AM	MW	room 192 Lincoln Hall	Sheldon, P

481 **Advertising Research Methods** credit: 3 hours.

(ADV 381) Overview of basic concepts of research methodology with particular emphasis on advertising research. Computer analysis and interpretation of actual data sets; measurement with both structured and unstructured techniques; principles of survey and experimental design. Prerequisite: ADV 300; and a specified course in statistical methods. 3 undergraduate hours. No graduate credit.

Students must register for one discussion and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
30696	discussion-recitation	AD1	05:00 PM - 05:50 PM	M	room 14A Gregory Hall	Vargas, P
30711	discussion-recitation	AD2	06:00 PM - 06:50 PM	M	room 14A Gregory Hall	Vargas, P
30719	discussion-recitation	AD4	05:00 PM - 05:50 PM	W	room 14A Gregory Hall	Vargas, P
30721	discussion-recitation	AD5	06:00 PM - 06:50 PM	W	room 14A Gregory Hall	Vargas, P
30724	lecture	AL1	03:45 PM - 04:50 PM	MW	room 319 Gregory Hall	Vargas, P

491 **Advertising Management Plan.** credit: 3 hours.

(ADV 391) Application of analytical planning concepts to advertising planning and decision making; covers all of the decision making areas of advertising. Prerequisite: ADV 300. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
30743	lecture-discussion	C	12:30 PM - 03:20 PM	M	room 1310 Digital Computer Laboratory	Hayden, T
41469	lecture-discussion	D	06:00 PM - 08:50 PM	T	room 213 Gregory Hall	Hall, S
Instructor Approval Required						

493 **Social and Cult Context of Adv** credit: 3 hours.

(ADV 393) Studies advertising as a cultural force and social institution and its role in communications, society, and economics. Prerequisite: ADV 300. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
39474	lecture-discussion	A	02:30 PM - 03:50 PM	TR	room 106 Lincoln Hall	Cook, D
Instructor Approval Required						

494 **Persuasion Consumer Response** credit: 3 hours.

(ADV 394) Addresses what makes a mass-mediated message persuasive by reviewing theories of mass communication and persuasion, consumer information-processing, and advertising effectiveness measures.

Prerequisite: ADV 481. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
30746	lecture-discussion	A	11:00 AM - 12:20 PM	TR	room 321 Gregory Hall	Teets, D
Instructor Approval Required						
41497	lecture-discussion	C	02:00 PM - 03:20 PM	TR	room 24 Wohlers Hall	Yoon, S

583 **Advertising in Communication** credit: 4 hours.

(ADV 483) Advertising messages from the perspective of attitude and persuasive communication theories.

Application of theory to advertising communication issues. Prerequisite: ADV 481, or equivalent undergraduate research course.

CRN	Type	Section	Time	Days	Location	Instructor
39515	lecture-discussion	A	01:00 PM - 02:50 PM	M	room 336 Gregory Hall	Stole, I

584 **Advertising Consumer Behavior** credit: 4 hours.

(ADV 484) Examines consumer behavior as a means of shaping the communications message; use of the behavioral sciences in communication strategy. Prerequisite: Consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
30754	lecture-discussion	A	03:00 PM - 04:50 PM	W	room 123 Gregory Hall	Scott, L

585 **Adv Plan and Decision Making** credit: 4 hours.

(ADV 485) Examines the theoretical foundations of decision theory as they relate to planning and decision making in advertising; reviews concepts of strategic planning and client side operations; case studies utilized extensively.

Same as COMM 585. Prerequisite: Consent of instructor

CRN	Type	Section	Time	Days	Location	Instructor
30756	lecture-discussion	A	01:00 PM - 02:50 PM	W	room 123 Gregory Hall	O'Guinn, T

587 **Graduate Seminar** credit: 2 hours.

(ADV 487) Provides advertising students and faculty the opportunity to interact on current topics. Must be repeated by master's program graduate students for a total of 4 hours. Prerequisite: Consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
39510	lecture-discussion	A	10:00 AM - 11:50 AM	W	room 123 Gregory Hall	Cook, D

590 **Special Topics in Advertising** credit: 2 or 4 hours.

(ADV 490) May be repeated. Prerequisite: Consent of department

CRN	Type	Section	Time	Days	Location	Instructor
10116	independent study		ARRANGED			
Instructor Approval Required						
30769	lecture-discussion	A	01:00 PM - 02:50 PM	MW	room 186 Lincoln Hall	Sheldon, P
4 hours Instructor Approval Required Prerequisite: ADV 452. 4 hours.						
30766	lecture-discussion	C	10:00 AM - 11:50 AM	T	room 231 Gregory Hall	Vargas, P
Topic: Attitude-Behavior Relations. 4 hours. For Ph.D. students. Master's students in Advertising must have the consent of the instructor.						

599 **Thesis Research** credit: 4 or 8 hours.

(ADV 499) Approved for S/U grading only. Prerequisite: Graduate standing in advertising

CRN	Type	Section	Time	Days	Location	Instructor
10120	independent study		ARRANGED			
Instructor Approval Required						