

# Course Schedule - Fall 2008

## Advertising

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199 **Undergraduate Seminar** Credit: 1 to 5 hours.

May be repeated to a maximum of 12 hours in separate semesters, if topics vary.

CRN	Type	Section	Time	Days	Location	Instructor
51609	lecture-discussion	C	05:00 PM - 07:20 PM	T	room 123 Gregory Hall	Chambers, J
<p>51609: 3 hoursTopic: Selling the Presidency: Advertising and the 2008 Presidential Election. First Year Discovery Program Course. Registration restricted to freshmen. Students should enroll in only one Discovery course The 2008 presidential candidates will spend more than \$1 billion on advertising. How does this massive level of spending affect the outcome of the election? In this course students will examine and discuss how these advertising strategies are being used to generate voter turnout. Further, they will explore their influence on voter perception of the candidates in comparison to that received from traditional journalistic resources. Moreover, because this course will be taught over the period in which the election is decided, students will have the unique opportunity to observe the individual candidates and political parties changing message strategies in the final days of the election. Additionally, after Election Day they will have the opportunity to witness the evaluation by advertising experts and other media sources as to the success and failures of each candidates total communications efforts</p>						
45303	lecture-discussion	S	05:00 PM - 07:50 PM	T	room 7 Weston Hall	Hall, S
<p>45303: 3 hoursTopic: The Communications Industry: Places, Practices and the Pillsbury Doughboy, 3 hours. This course will cover a variety of topics designed to help students learn more about the communication industry, with an emphasis on the organizations, people and practices that make things happen in advertising, public relations, journalism and media. First Year Discovery Program Course. Registration restricted to freshmen in the Weston Exploration program.</p>						

**300 Introduction to Advertising** Credit: 3 hours.

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.

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
29745	lecture-discussion	A	02:00 PM - 03:20 PM	TR	room 114 Smith Memorial Hall	Hall, S
29745: This section is for non-majors only. There are a limited number of seats available for students with junior or senior standing. The remainder are for freshmen and sophomores. If the seats allotted for your class level are full, you may have better success after August 25. College of Communications majors and pre-majors and Agricultural Communications majors should register for Section X (CRN 45375)						
47092	lecture-discussion	P	11:00 AM - 12:20 PM	TR	room 328 Armory	Hall, S
47092: This section is open to incoming freshmen in the Advertising and Communications General majors only.						
45375	lecture-discussion	X	02:00 PM - 03:20 PM	TR	room 114 Smith Memorial Hall	Hall, S
45375: 3 hoursThe section above is limited to College of Communications majors, premajors and Agricultural Communications majors only. All other students should register for Section A (CRN 29745).						

**400 Special Problems** Credit: 0 to 3 hours.

Special projects, research, and independent reading in advertising for students capable of individual work under the guidance of a faculty adviser. 0 to 3 undergraduate hours. No graduate credit. May be repeated in the same or in multiple semesters, if topics vary. Prerequisite: Written research proposal and consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
10112	independent study		ARRANGED			
10112: Instructor Approval Required						
10112: Instructor Approval Required						
50465	lecture	D	ARRANGED			Berry, W
50465: Instructor Approval RequiredMeets 20-Oct-08 - 10-Dec-08.						
50465: 3 hoursInstructor Approval RequiredTopic: Advertising Across Borders - Consumerism in Neo-Emerging Markets. Students will engage in critical study of the variety of distinctive cultural factors that impact global advertising and public relations. For example: How are products such as toothpaste, cereal, cosmetics, automobiles or cell phones advertised in other countries, compared to the way those same items are promoted in the United States? What can advertising tell us about class, racial and gender divisions within a country? How is America's good life (e.g., Disney World, Bud Light, Beverly Hills, South Beach, designer running shoes, t-shirts and jeans, text-messages, etc.) advertised to international consumers? The course will look beyond the BRIC countries (Brazil, Russia, India, China) and explore consumerism in other emerging markets. In addition, the class will travel (dates TBA) to three major cities within the Dominican Republic and meet with professionals in advertising and public relations. Students will explore Dominican culture through visits to museums, street markets, beachside art exhibitions, and tours of historic sites of the Colonial Zone in Santo Domingo, which was founded in 1496. A professor in advertising will travel with the class as well as teach the course.Meets 20-Oct-08 - 10-Dec-08.						
50467	lecture	E	06:30 PM - 08:20 PM	R	room 336 Gregory Hall	Chambers, J
50467: Departmental Approval RequiredMeets 20-Oct-08 - 10-Dec-08.						
50467: 3 hoursDepartmental Approval RequiredTitle: Understanding Brand England. In today's constantly evolving global community it's imperative for marketers to quickly understand and adapt to different cultures when developing advertising communications. This program will allow students to experience the dynamic and culturally diverse nation of England to build global perspective and better prepare them for the challenges and opportunities associated with world markets. Students will research, consume and be immersed into the vibrant media, culture, and history of England to learn how advertisers use both England's history and its vision of itself as a 21st century nation to reach consumers. The majority of travel (Jan 2 - Jan 16) will occur in London, with 2 one day excursions within England and a weekend trip to Paris.Meets 20-Oct-08 - 10-Dec-08.						
49679	lecture-discussion	K	04:00 PM - 05:20 PM	TR	room 329 Davenport Hall	Mincyte, D
49679: 3 hoursThis course is open only to Advertising majors and Agricultural Communications majors. Topic: Fit, Fat and Fashion: Body Image in Advertising and Consumer Culture. This course examines body images in advertising and consumer culture. Students will learn about cultural, political and economic factors shaping representations of human bodies in the media. This course will increase students' sophistication in understanding the issues of representing race, gender, age, health and social status. This course will also cover public health effects of poor body image and its role in contemporary nutrition marketing.						

49762	lecture-discussion	L	05:00 PM - 07:50 PM	M	room 148 Armory	Stein, M
49762: 3 hours This course open only Advertising majors, and Agricultural Communications majors. TOPIC: PR and Promotions. This course addresses public relations strategy and practice, promotions, publicity campaigns, and media writing.						
52051	lecture-discussion	T	04:00 PM - 06:50 PM	M	room 123 Gregory Hall	Kaler, R; Tucker, H
52051: 3 hours Topic: PR Writing This course open to College of Media majors only that have completed at least an introductory course in their major.						

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

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

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
29754	lecture-discussion	A	11:00 AM - 11:50 AM	MWF	room 110 Speech and Hearing Clinic	Olson, K
29754: Note: This section open to College of Media majors and Agricultural Communications majors only.						
51297	lecture-discussion	B	05:00 PM - 06:20 PM	TR	room 24 Wohlers Hall	Kulemeka, O
51297: Note: This section open to College of Media majors and Agricultural Communications majors only.						

411 **Classic Campaigns** Credit: 3 hours.

Examines the advertising campaigns that have been seen as the best examples of this genre during the past century. Includes the writings of famous advertising authors on the rhetorical principles of advertising. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
49188	lecture-discussion	A	10:00 AM - 10:50 AM	MWF	room 384 Armory	Giardina, M
49188: Note: This section open to Advertising majors and Agricultural Communications majors only.						
47974	lecture	B	11:00 AM - 11:50 AM	MWF	room 333 Armory	Giardina, M
47974: Note: This section open to Advertising majors and Agricultural Communications majors only.						

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

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

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
31186	lecture-discussion	B	12:30 PM - 01:50 PM	TR	room 112 Transportation Bldg	Chambers, J

31186: Note: This course is open to all majors. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.

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

Explores theories of creativity; situates creativity and creative practices within the social structure of an advertising agency; examines the role of creative strategy in the development of advertising; exposes students to the practice of creating advertisements. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 300.

Advertising majors will be given first priority. Students must register for one lab and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
31188	laboratory	AB1	09:00 AM - 10:50 AM	F	room 31 Gregory Hall	Sheldon, P; Mitchell, A
31190	laboratory	AB2	11:00 AM - 12:50 PM	F	room 31 Gregory Hall	Sheldon, P; Mitchell, A
31193	laboratory	AB3	01:00 PM - 02:50 PM	F	room 31 Gregory Hall	Sheldon, P; Mitchell, A
31194	laboratory	AB4	10:00 AM - 11:50 AM	W	room 31 Gregory Hall	Sheldon, P; Reggi, B
31196	laboratory	AB5	12:00 PM - 01:50 PM	W	room 31 Gregory Hall	Sheldon, P; Reggi, B
31198	lecture	AL1	09:00 AM - 09:50 AM	MW	room 269 Everitt Elec and Comp Engr Lab	Sheldon, P

31198: Note: This section open to all majors. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.

**452 Creative Concepts I** Credit: 3 or 4 hours.

Planning and execution of advertising across media, with emphasis on the creation of campaigns 3 undergraduate hours. 4 graduate hours. Prerequisite: ADV 450 and consent of instructor (required).

Admission based on successful completion of special project.

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
29764	lecture-discussion	A	12:00 PM - 01:50 PM	MW	room 430 Armory	Sheldon, P

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

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. Course information: 3 undergraduate hours. No graduate credit. Prerequisite: ADV 300 and a specified course in statistical methods.

Students must register for one discussion and one lecture section.

CRN	Type	Section	Time	Days	Location	Instructor
36403	discussion-recitation	AD1	06:00 PM - 06:50 PM	M	room 3 Gregory Hall	Oh, S
36404	discussion-recitation	AD2	05:00 PM - 05:50 PM	R	room 3 Gregory Hall	Oh, S
36407	discussion-recitation	AD3	06:00 PM - 06:50 PM	R	room 3 Gregory Hall	Oh, S
36408	discussion-recitation	AD4	05:00 PM - 05:50 PM	W	room 1 Gregory Hall	Yang, J
36411	discussion-recitation	AD5	06:00 PM - 06:50 PM	W	room 1 Gregory Hall	Yang, J
36414	discussion-recitation	AD6	05:00 PM - 05:50 PM	T	room 3 Gregory Hall	Yang, J
36416	discussion-recitation	AD7	06:00 PM - 06:50 PM	T	room 3 Gregory Hall	Yang, J
36401	lecture	AL1	02:00 PM - 03:20 PM	TR	room 24 Wohlers Hall	Vargas, P
<p>36401: Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.</p>						
51333	lecture	AL2	03:30 PM - 04:50 PM	TR	room 24 Wohlers Hall	Vargas, P
<p>51333: Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.</p>						

**483 Audience Analysis** Credit: 3 hours.

Analyzes the markets served by various advertising media and factors to consider in the selection and evaluation of media. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 481.

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
29757	lecture-discussion	A	02:00 PM - 03:20 PM	TR	room 112 Transportation Bldg	Nelson, M
29757: Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.						
51300	lecture-discussion	B	03:30 PM - 04:50 PM	TR	room 112 Transportation Bldg	Nelson, M
51300: Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.						

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

Application of analytical planning concepts to advertising planning and decision making; covers all of the decision making areas of advertising. Prerequisite: ADV 450, ADV 483. 3 undergraduate hours. No graduate credit.

CRN	Type	Section	Time	Days	Location	Instructor
51301	lecture-discussion	B	10:00 AM - 10:50 AM	MWF	room 307 Gregory Hall	Oswald, L

51301: Note: This course open to Advertising majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.

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

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

CRN	Type	Section	Time	Days	Location	Instructor
51303	lecture-discussion	C	11:00 AM - 12:20 PM	TR	room 24 Wohlers Hall	Pomata, V
51303: Note: This course open to Advertising and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.						
29765	lecture-discussion	M	09:00 AM - 10:20 AM	TR	room 24 Wohlers Hall	Pomata, V
29765: Note: This course open to College of Media majors and Agricultural Communications majors only. Please note the stated prerequisites. The registration system may temporarily allow you to select this course even if you do not meet the prerequisites, but it eventually will catch this problem and cancel your registration, by which time it may be difficult for you to find an alternative.						

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

Addresses what makes a mass-mediated message persuasive by reviewing theories of mass communication and persuasion, consumer information-processing, and advertising effectiveness measures. 3 undergraduate hours. No graduate credit. Prerequisite: ADV 481.

CRN	Type	Section	Time	Days	Location	Instructor
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495 **Internship Seminar** Credit: 0 to 1 hours.

Seminar based on internship experience. Offered for College of Communications students who complete an approved professional, industry related internship. Approved for S/U grading only. May be repeated in the same term to a maximum of 2 undergraduate hours or 2 graduate hours. May be repeated in subsequent terms to a maximum of 3 undergraduate hours or 3 graduate hours. Prerequisite: Consent of instructor.

CRN	Type	Section	Time	Days	Location	Instructor
50823	conference	1	ARRANGED			Hall, S
50823: Please contact the Advertising internship coordinator, Steve Hall via e-mail at shall@uiuc.edu or in room 103 Gregory Hall for more information.						

**550 Foundations of Advertising** Credit: 4 hours.

Evaluation of key periods, events, and individuals having significant impact on the evolution of American advertising philosophy, structure, and performance. Prerequisite: Consent of department.

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
29768	lecture-discussion	A	09:00 AM - 11:50 AM	R	room 336 Gregory Hall	Chambers, J
29768: Note: This course is open only to graduate students in the Advertising major.						

**582 Res Meth in Adv and Comm** Credit: 4 hours.

Treatment of basic research concepts and procedures in the social sciences with emphasis on advertising and communications; examines both non-quantitative and quantitative methods. Prerequisite: ADV 481, a basic course in statistical methods, and consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
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**583 Advertising in Communication** Credit: 4 hours.

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 and consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
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584 **Advertising Consumer Behavior** Credit: 4 hours.

Examines consumer behavior as a means of shaping the communications message; use of the behavioral sciences in communication strategy. Prerequisite: Consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
50321	lecture-discussion	A	12:30 PM - 01:50 PM	TR	room 123 Gregory Hall	Mincyte, D
50321: Note: This course is open only to graduate students in the Advertising major.						

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

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.

Prerequisite: Consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
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**587 Graduate Seminar** Credit: 2 hours.

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 department.

<b>CRN</b>	<b>Type</b>	<b>Section</b>	<b>Time</b>	<b>Days</b>	<b>Location</b>	<b>Instructor</b>
29771	lecture-discussion	A	03:00 PM - 04:50 PM	M	room 336 Gregory Hall	Berry, W
29771: 2 hoursNote: This course is open only to graduate students in the Advertising major. Topic: Globalization and Consumer Culture. The purpose of this course is to familiarize students with the key theories of globalization and their application to studying consumer culture. Students will learn to examine advertising messages from an international perspective and will increase their sophistication in studying different cultural, social and political aspects of consumer culture.						

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

May be repeated in the same or in multiple semesters if topics vary. Prerequisite: Consent of department.

CRN	Type	Section	Time	Days	Location	Instructor
52243	lecture-discussion	K	04:00 PM - 05:20 PM	TR	room 329 Davenport Hall	Mincyte, D
<p>52243: 4 hours Note: This section open only to graduate students in Advertising and College of Communications PhD students. Meets with ADV 400-K (CRN 49679) Topic: Fit, Fat and Fashion: Body Image in Advertising and Consumer Culture. This course examines body images in advertising and consumer culture. Students will learn about cultural, political and economic factors shaping representations of human bodies in the media. This course will increase students' sophistication in understanding the issues of representing race, gender, age, health and social status. This course will also cover public health effects of poor body image and its role in contemporary nutrition marketing.</p>						
52244	lecture-discussion	L	05:00 PM - 07:50 PM	M	room 148 Armory	Stein, M
<p>52244: 4 hours Note: This course open only to graduate students in Advertising and College of Communications PhD students. Meets with ADV 400-L (49762) TOPIC: PR and Promotions. This course addresses public relations strategy and practice, promotions, publicity campaigns, and media writing.</p>						

599 **Thesis Research** Credit: 4 or 8 hours.  
Approved for S/U grading only. Prerequisite: Graduate standing in advertising.

CRN	Type	Section	Time	Days	Location	Instructor
10120	independent study		ARRANGED			