

ADVERTISING (ADV)

ADV 500 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 507 Strategic Media Planning (3 Credits)

Public Communications

Students will develop a strategic and advanced working knowledge of advertising media planning and buying, audience measurement, media research, new media concepts, audience segmentation and sales presentation.

Prereq: ADV 307

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>)

ADV 509 Advertising Research and Planning: A Case Study Approach (3 Credits)

Public Communications

Students will learn how to apply theory and practice of advertising research by analyzing cases and studies in marketing communications and academic publications. Account planning, qualitative, and quantitative research skills are emphasized.

Prereq: ADV 208

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

ADV 523 Digital Branding and Strategy (3 Credits)

Public Communications

Examines the transformative role that digital media (websites, social networks, blogs, wikis, mobile) have on the advertising industry. How consumers are reached and interpret the message from these digital platforms.

Prereq: ADV 307 or ADV 604

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>)

ADV 526 Fashion Advertising and Promotion (3 Credits)

Public Communications

How advertising and promotion build fashion brands, ranging from top designers to local retailers. Students learn how to apply the comprehensive strategic planning process used in advertising to build fashion brands.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 600 Selected Topics (1-6 Credits)

Public Communications

Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

ADV 601 Introduction to Copy and Layout (3 Credits)

Public Communications

Students will be exposed to the entire creative process of writing and designing ads in order to develop their ability to judge, as future advertising managers, what comprises a strong ad campaign. Advisory recommendation Prereq: ADV 604 and VIS 607

ADV 604 Seminar in Advertising Practice and Leadership (3 Credits)

Public Communications

Examination of advertising with the modern business structure; corporation; agency and media relationships; analysis of creative, research, and planning aspects. Limited to graduate students who have had no general course in advertising.

Advisory recommendation Prereq: ADV 611

ADV 608 The Power and Promise of Data (3 Credits)

Public Communications

Double-numbered with ADV 408

This course will introduce you to the abundance of data being created and collected by marketers. You will learn what information is being collected, how it is being collected and how to make sense of it all. Additional work is required of graduate students.

Shared Competencies: Communication Skills (<https://coursecatalog.syracuse.edu/shared-competencies/communication-skills/>); Information Literacy and Technological Agility (<https://coursecatalog.syracuse.edu/shared-competencies/information-literacy-and-technological-agility/>); Scientific Inquiry and Research Skills (<https://coursecatalog.syracuse.edu/shared-competencies/scientific-inquiry-and-research-skills/>)

ADV 609 Advertising and Public Relations Research Design (3 Credits)

Public Communications

Cross-listed with PRL 609

Students learn to apply critical thinking skills when using research to gain insights to solve strategic communications challenges.

ADV 610 Topics in Specialized Practice (3 Credits)

Public Communications

Development of specific skills needed to work in the advertising business (agency, media seller or client side). Topics vary dependent on changes in the industry.

Repeatable 3 times for 9 credits maximum

ADV 611 Strategic Principles and Practices (3 Credits)

Public Communications

The fundamentals of strategic planning as practiced in advertising including problem assessment, competitive analysis, target market profile, brand positioning, opportunity recognition, creative platform, and creative executions.

ADV 612 Strategic Brain: Account Planning and Research (3 Credits)

Public Communications

Study the strategic findings of consumer research attuned to the emotions and thoughts of target audiences. Most importantly, students explore how to obtain key kernels of knowledge and emotion that will make advertising campaigns successful.

Advisory recommendation Prereq: ADV 611

ADV 613 Strategic Brain: Media Planning (3 Credits)

Public Communications

Learn how to create media plans including both traditional and digital advertising media vehicles. It's a strategic and creative part of the entire brand-communications program that provides solutions on costs, coverage, effectiveness, and scheduling.

Advisory recommendation Prereq: ADV 611

ADV 615 Creative Brain (3 Credits)

Public Communications

Gain a thorough understanding of how advertising ideas are developed and spread across a variety of media choices. Learn to build a bridge across the historic divide that separates account managers from their creative colleagues.

Advisory recommendation Prereq: ADV 604 and VIS 607

ADV 625 Integrated Advertising Campaigns (6 Credits)

Public Communications

Apply the skills learned from the graduate course work and develop integrated advertising campaigns for real clients. Move from a thorough understanding of advertising to becoming an active practitioner of the craft, intensive and hands-on experience.

Advisory recommendation Prereq: ADV 604

ADV 645 International Advertising (3 Credits)

Public Communications

Double-numbered with ADV 345

Challenges and ethical issues in international advertising. Discussions concerning comparative cultural, geo-economic, and socio-political conditions relevant to topic. "Glocalization" will be the main focus in the discussions.

Shared Competencies: Critical and Creative Thinking (<https://coursecatalog.syracuse.edu/shared-competencies/critical-and-creative-thinking/>)

ADV 670 Experience Credit (1-6 Credits)

Public Communications

Participation in a discipline or subject related experience. Student must be evaluated by written or oral reports or an examination. Permission in advance with the consent of the department chairperson, instructor, and dean. Limited to those in good academic standing.

Repeatable

ADV 690 Independent Study (1-6 Credits)

Public Communications

Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.

Repeatable

ADV 997 Thesis (0-6 Credits)

Public Communications

Repeatable